

1ST SEM. 2015/16

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**UNIVERSITY OF SWAZILAND
FINAL EXAMINATION PAPER**

PROGRAMME : **BACHELOR OF SCIENCE IN TEXTILES,
APPAREL DESIGN AND MANAGEMENT
YEAR 4**

COURSE CODE : **TADM 413**

TITLE OF PAPER : **RETAIL MANAGEMENT**

TIME ALLOWED : **TWO (2) HOURS**

INSTRUCTIONS : **ANSWER QUESTION ONE (1) AND ANY OTHER
TWO (2) QUESTIONS**

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CHIEF INVIGILATOR**

QUESTION 1 (COMPULSORY)

- (a) Discuss the characteristics of service retailing that distinguish them from product retailing. (10 Marks)
- (b) What are the four elements used to classify retailers. Identify and briefly explain eight non-store retail formats. (10 Marks)
- (c) Define a situational audit. Briefly discuss the elements of a situational audit. (10 Marks)
- (d) Discuss the functions of a retail store. (10 Marks)

[TOTAL MARKS = 40]

QUESTION 2

- (a) One of the key functions of a retail manager is to manage the database. Discuss the two components of database. (15 Marks)
- (b) Discuss the ten value chain activities. (15 Marks)

[TOTAL MARKS = 30]

QUESTION 3

- (a) Discuss the legal issues related to product pricing in retail management. (15 Marks)
- (b) Define international retailing. Discuss the factors that a retailer should consider if they decide to venture into international retailing. (15 Marks)

[TOTAL MARKS = 30]

QUESTION 4

- (a) Due to fluctuations in the business environment retailers now place great emphasis on productivity. Discuss productivity as it relates to retail management. (15 Marks)
- (b) Define internet retailing stating the success factors in internet retailing. (15 Marks)

[TOTAL MARKS = 30]