



UNIVERSITY OF SWAZILAND
FINAL EXAMINATION PAPER

PROGRAMME : BACHELOR OF SCIENCE IN TEXTILE
APPAREL DESIGN AND MANAGEMENT YEAR
II

COURSE CODE : TAD210

TITLE OF PAPER : PRINCIPLES OF MARKETING AND
RETAILING

TIME ALLOWED : TWO (2) HOURS

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

**DO NOT OPEN THIS PAPER UNTIL PERMISSION HAS BEEN GRANTED BY
THE CHIEF INVIGILATOR**

QUESTION 1 (COMPULSORY)

- a) Define Marketing mix. (2 Marks)
- b) Briefly explain the added elements of the extended marketing mix that relate to the service industry. (12 Marks)
- c) Briefly discuss the factors that affect a retailer's micro environment. (8 Marks)
- d) List and describe **four (4)** ways in which wholesalers add value to a marketing channel. (12 Marks)
- e) Briefly describe the main types of wholesalers. (6 Marks)

[TOTAL MARKS = 40]

QUESTION 2

- a) List and describe any **three (3)** major types of retail stores. (6 Marks)
- b) Briefly discuss the major product variables that retailers must look at when developing marketing strategies (9 Marks)
- c) Retailers need to take certain retailing developments into account as they plan and execute their competitive strategies. Briefly discuss the following retailing developments:
 - i. Tighter consumer spending
 - ii. The rise of mega-retailers
 - iii. Growth of online retailing(15 Marks)

[TOTAL MARKS = 30]

QUESTION 3

- a) Define retailing. (1Mark)
- b) A Product is anything that can be offered to a market for attention, acquisition use or consumption that might satisfy a want or need. Briefly explain the different levels of a product and provide an example for each level. (9 Marks)
- c) Describe the marketing philosophies that can be used in designing customer-driven strategies. (15 Marks)
- d) Give **five (5)** factors that can influence the price of a product. (5 Marks)

[TOTAL MARKS = 30]

QUESTION 4

- a) Retail marketing decisions are substantially impacted by developments in the political environment, briefly explain your understanding of the political environment and give reasons why this environment is important to a retailer. (5 Marks)
- b) List **five (5)** promotional tools that retailers use to reach consumers. (5 Marks)
- c) Discuss **three (3)** pricing strategies that retailers often use in pricing their merchandise (9 Marks)
- d) Discuss what you understand by Green Retailing (8 Marks)
- e) Give **three (3)** advantages of franchising from a franchisor's perspective (3 Marks)

[TOTAL MARKS = 30]