



1ST SEM. 2016/2017

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UNIVERSITY OF SWAZILAND
FINAL EXAMINATION PAPER

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

COURSE CODE : TADM 413

TITLE OF PAPER : RETAILING MANAGEMENT

TIME ALLOWED : TWO (2) HOURS

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

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

QUESTION 1 (COMPULSORY)

- (a) Operations management also involves the financial aspects in a business. Discuss the role of profit planning its advantages and disadvantages. (20 Marks)
- (b) Briefly describe **five (5)** financial statements of importance in the retailing sector as discussed in class. (10 Marks)
- (b) Define retailing and briefly discuss the functions of retailers. (10 Marks)

[TOTAL MARKS = 40]

QUESTION 2

- (a) Briefly state the benefits and limitations of budgeting. (15 Marks)
- (b) Discuss the uses of a data base and steps involved in developing it. (15 Marks)

[TOTAL MARKS = 30]

QUESTION 3

- (a) How do the following retail outlets differ when categorized by store-based formats?
i) Shoprite
ii) Power Factory
iii) Donna Claire
iv) Galp shop (20 Marks)
- (c) Human resource management process entails adherence to certain labour laws which includes what? (6 Marks)
- (a) Strategic planning is crucial in the retailing sector. What is its significance? (4 Marks)

[TOTAL MARKS = 30]

QUESTION 4

- (a) Discuss operations management under the following subtopics:
i) Merchandise security
ii) Store security
iii) Inventory management
iv) Insurance
v) Computerization

(5X4 = 20 Marks)

- 315
- (b) Describe what is entailed in a situational audit when formulating a retail strategy.

(10 Marks)

[TOTAL = 30 MARKS]