

1ST SEM. 2016/2017



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UNIVERSITY OF SWAZILAND
SUPPLEMENTARY EXAMINATION PAPER

PROGRAMME : **BACHELOR OF SCIENCE IN
TEXTILES, 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**

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GRANTED BY THE CHIEF INVIGILATOR**

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QUESTION 1 (COMPULSORY)

- (a) Explain internet retailing and include its advantages. (10 Marks)
- (b) Compare preliminary and ongoing budgeting processes in a table format. (20 Marks)
- (c) What is involved in business ethics and social responsibility? (10 Marks)

[TOTAL MARKS = 40]

QUESTION 2

- (a) Operations management also involves the financial aspects in a business. Discuss the role of profit planning, its advantages and disadvantages. (20 Marks)
- a) Productivity is important in the retailing sector. State **five (5)** ways it can be measured. (2x5 = 10 Marks)

[TOTAL MARKS = 30]

QUESTION 3

- a) Briefly describe **five (5)** financial statements of importance in the retailing sector as discussed in class. (10 Marks)
- b) Supervision is one of the managing responsibilities in any organization. State what it entails? (8 Marks)
- c) Describe retailing information system, and what is involved in building one? (8 Marks)
- d) What are the **two (2)** ways one can use to enhance productivity? (4 Marks)

[TOTAL MARKS = 30]

QUESTION 4

- a) Discuss consumerism. (10 Marks)
- b) Describe the **two (2)** aspects of data base management. (10+8 = 18 Marks)
- c) Briefly explain ethics and green consumers (2 Marks)

[TOTAL MARKS = 30]