



**1<sup>ST</sup> SEM. 2013/14**

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**UNIVERSITY OF SWAZILAND  
FINAL EXAMINATION PAPER**

**PROGRAMME : BACHELOR OF SCIENCE IN TEXTILE  
APPAREL DESIGN AND 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 TWO (2) QUESTIONS**

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

**QUESTION 1 (COMPULSORY)**

- a) Advise the 3<sup>rd</sup> year entrepreneurial groups on the importance of formulating a retail strategy. (10 Marks)
- b) With local examples, discuss non-store shopping and give reasons why it is becoming common globally. (10 Marks)
- c) Describe the importance of human resource management. (10 Marks)
- d) Discuss the importance of a Retail Information Systems (RIS). (10 Marks)

[TOTAL MARKS = 40]

**QUESTION 2**

- a) Compare and contrast six (6) types of retail ownership. Support your answer with local examples where applicable. (6 X 2 = 12 Marks)
- b) How is service retailing different from goods retailing. (10 Marks)
- c) Describe the different ways of classifying jobs. (8 Marks)

[TOTAL MARKS = 30]

**QUESTION 3**

- a) Name and describe the different channels of distribution and their functions. (10 Marks)
- b) Discuss the holistic approach for supply chain. (8 Marks)
- c) Discuss how legal and ethical issues are addressed through consumerism and environmentalism (2 X 6 = 12 Marks)

[TOTAL MARKS = 30]

**QUESTION 4**

- a) Discuss how a data base of a company is developed. (15 Marks)
- b) Discuss steps for implementing a retail strategy (10 Marks)
- c) Advise a new retail company on the importance of retaining employees. (5 Marks)

[TOTAL MARKS = 30]