

1st SEM. 2014/15



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**

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

QUESTION 1 (COMPULSORY)

- (a) Briefly discuss the five distinct roles of retailers.
(10 Marks)
- (b) Identify and briefly describe ten types of service retailers using a local example in each case.
(10 Marks)
- (c) Define a retail strategy. Briefly discuss the four different types of growth strategies that can be used by a retailer.
(10 Marks)
- (d) Define a retail mix. Discuss the elements of the retail mix.
(10 Marks)

[TOTAL MARKS = 40]

QUESTION 2

- (a) Identify three major problems in the human resource management environment in retailing. Outline factors that the retailer should consider in solving these problems.
(15 Marks)
- (b) Discuss the ethical issues in retail as they relate to: customers, community and shareholders.
(15 Marks)

[TOTAL MARKS = 30]

QUESTION 3

- (a) Discuss the entry strategies that can be used in international retailing.
(15 Marks)
- (b) Define the Retail Information System (RIS). Discuss the advantages of RIS.
(15 Marks)

[TOTAL MARKS = 30]

QUESTION 4

- (a) Discuss the methods that a retailer can use to forecast sales. In your answer, indicate how retailers can deal with forecasting for fashion products.
(15 Marks)
- (b) Define budgeting. Discuss the preliminary budgeting process and ongoing budgeting process in retailing.
(15 Marks)

[TOTAL MARKS = 30]