



**UNIVERSITY OF SWAZILAND
RE-SIT 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**

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CHIEF INVIGILATOR**

QUESTION 1(COMPULSORY)

- a) Briefly discuss the following characteristics of a product or merchandise in a retail marketing mix.
i) Product range
ii) Product depth
iii) Product breadth
(3 X 3 = 9 Marks)
- b) As a retail manager tasked with developing your company's retail strategy, list and describe the important element that you will consider in developing the strategy.
(12 Marks)
- c) Describe **five (5)** marketing philosophies that can be used in designing customer-driven strategies
(5 X 3 = 15 Marks)
- d) Describe how wholesalers add value to a marketing channel through:
i) Warehousing
ii) Bulk breaking
(4 Marks)

[TOTAL MARKS = 40]

QUESTION 2

- a) The retail sector faces lot of challenges in its operations in almost all parts of the world. Describe **five (5)** challenges that most retailers face in doing business.
(10 Marks)
- b) Identify and describe **five (5)** different behavioural bases for market segmentation.
(10 Marks)
- c) Define non store retailing and describe **four (4)** types of non -store retailing.
(10 Marks)

[TOTAL MARKS = 30]

QUESTION 3

- a) List and describe **four (4)** major types of retail organisations giving an example for each.
(12 Marks)
- b) Give **three (3)** advantages and disadvantages of franchising from a franchisee's perspective.
(6 Marks)
- c) Discuss the following factors that affect a retailer's macro environment.
i) Demographic environment
ii) Technological environment
iii) Natural environment
iv) Economic environment
(4 X 3 = 12 Marks)

[TOTAL MARKS = 30]

QUESTION 4

- a) Explain how departmental stores can be classified. **(10 Marks)**
- b) Briefly discuss distribution strategies used by producers within a channel. **(6 Marks)**
- c) Use a diagram to show the factors that affect the image of a retail store. **(10 Marks)**
- d) Explain the importance of advertising to a retailer. **(4 Marks)**

[TOTAL MARKS = 30]