

1ST SEM. 2017/18



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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) Describe how the retail human resource environment differs from that of other organisations. (10 Marks)
- b) Discuss the **three (3)** positioning strategies. (10 marks)
- c) Discuss Consumerism in Swaziland. (10 Marks)
- d) What is the social and economic significance of retailing? (5 Marks)
- e) State **five (5)** components of a good retail job advertisement; use an example to illustrate your answer. (5 Marks)

[TOTAL MARKS = 40]

QUESTION 2

- a) Discuss legal and ethical issues concerning pricing. (12 Marks)
- b) Discuss a consumer-led approach to retailing and the role of a retailer. (10 Marks)
- c) Discuss **four (4)** points on the role of the distribution centre in retailing. (8 Marks)

[TOTAL MARKS = 30]

QUESTION 3

- a) Discuss **five (5)** points on why the retail industry is under pressure to improve logistics. (20 Marks)
- b) Name **five (5)** challenges faced by women employed in retailing. (5 Marks)
- c) Describe the structure and trends of the retail industry. (5 Marks)

[TOTAL MARKS = 30]

QUESTION 4

- a) Discuss the components of a data warehouse and its advantages. (8 Marks)
- b) Discuss **three (3)** challenges faced by the retail industry. (12 Marks)
- c) Define the following
 - i) A Value
 - ii) Value chain
 - iii) Supply chain
 - iv) Logistics
 - v) Reverse logistics(10 Marks)

[TOTAL MARKS = 30]