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**UNIVERSITY OF ESWATINI  
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

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**QUESTION 1 (COMPULSORY)**

a) Discuss **five (5)** reasons for the inclusion of the Retailing Management course in the B. Sc. in Textile Apparel Design and Management curriculum. (10 Marks)

b) Compare the **three (3)** types of distribution under the following sub-headings. Give **one (1)** example to support your answer.

i) Potential conflict

ii) Support from supplier

iii) Supplier's sales

iv) Retailer brand selection

v) Competition among retailers

(5 X 4 = 20 Marks)

c) Discuss any **five (5)** practices that may be adopted by retailers to improve service delivery.

(10 Marks)

[TOTAL MARKS = 40]

**QUESTION 2**

a) Discuss **five (5)** points on the benefits of strategic planning in a retail organisation.

(10 Marks)

b) Describe how different retail formats can utilise the following retail marketing mix to create a competitive advantage in their operations.

i) Price

ii) Merchandise

iii) Customer Service

iv) Promotion

v) Store Atmosphere

(2 X 5 = (10 Marks)

c) Describe the importance of regulating consumer credit. Outline **four (4)** ways on how it benefits the consumer.

(10 Marks)

[TOTAL MARKS = 30]



**QUESTION 3**

- a) Compare and contrast the standardisation versus adaptation strategies that retailers may use when entering the international markets. (10 Marks)
- b) Discuss **four (4)** responsibilities of a retail outlet manager. (8 Marks)
- c) Answer the following questions as they relate to the use of Radio Frequency Identification (RFID) in retailing.
  - i) Define Radio Frequency Identification (RFID) (2Marks)
  - ii) Explain **three (3)** ways in which RFID has improved retailing. (6 Marks)
  - iii) Discuss **two (2)** reasons for retailers are reluctant to adopt RFID. (4 Marks)

[TOTAL MARKS = 30]

**QUESTION 4**

- a) Explain the legal environment influencing each of the following:
  - i) Store location
  - ii) Managing the business
  - iii) Merchandise management and pricing
  - iv) Communication with the customers (12 Marks)
- b) How does each of the following drivers contribute to an efficient and responsive supply chain?
  - i) Inventory
  - ii) Transportation
  - iii) Facilities
  - iv) Information (8 Marks)
- c) Discuss any **one (1)** financial statement that can be used to manage each of the following.
  - i) Profit planning
  - ii) Asset Management (10 Marks)

[TOTAL MARKS = 30]