



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

CENTRAL BUSINESS SCHOOL
RETAIL MANAGEMENT
LEVEL 400

COURSE CODE : CBMK 405

END OF FIRST SEMESTER EXAMINATIONS
2019 / 2020

MATAHEKO / MIOTSO
DATE: DECEMBER, 2018

INSTRUCTIONS:

Answer question one (1), and any other two (2) questions

TIME:THREE (3) HOURS

COURSE LECTURER: Joshua Doe

Answer question one (1), and any other three (3) questions

1. Retailing is the act of bringing products and services to the final consumer.
 - a. Discuss four (4) functions that Game shop performs in the distribution channel. (12 Marks)
 - b. Briefly explain the economic significance of the retail business in Ghana (12 Marks)
 - c. List and discuss any eight/8 pre – requisites that are needed for retail success (16 Marks).

2. Location! Location! Location!!! Location is a make or break decision for a retail firm.
 - a. List and evaluate the various types of retail locations available to a new firm in the retail industry (10 marks)
 - b. Discuss the various factors that must be considered in evaluating a site for retail location (10 marks).

3. Non – store retailing is becoming an important tool for retailers to gain competitive advantage over store – based retailers. List and discuss the major types of non – store retail outlets available to a retail firm which wants to expand its market (20 marks).

4. Customer service activities in the retail industry are categorized into three components. Using appropriate examples discuss these three/3 distinct components (20marks)

5. Discuss the external environmental factors that affect retail operations in Ghana (20 marks)

6. Store layout is an attracting tool for a store. Discuss any four options for store layout and their merits. (20 Marks).