



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

**CENTRAL BUSINESS SCHOOL
RETAIL MANAGEMENT
LEVEL 400**

COURSE CODE : CBMK 405

**MAY 2021 EXAMINATIONS
2020 / 2021**

**MATAHEKO / MIOTSO
DATE: MAY 2021**

INSTRUCTIONS:

Answer any four questions.

TIME: TWO AND HALF (2 1/2) HOURS

COURSE LECTURER: Dr. Joshua Doe

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. List and discuss any eight/8 pre – requisites that are needed for retail success (13 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 (15 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 (25 marks).

4. Customer service activities in the retail industry are categorized into three components. Using appropriate examples discuss these three/3distinct components (25marks)

5. Discuss the external environmental factors that affect retail operations in Ghana (25 marks)

6. As digital retailing becomes popular, the customer interface of any digital application becomes an important location for retailers. Examine the seven design components of a customer interface. (25 marks)