

# WOMEN'S UNIVERSITY IN AFRICA



*Addressing gender disparity and fostering equity in University Education*

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**FACULTY OF MANAGEMENT AND ENTREPRENEURIAL SCIENCES**

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**BSc HONOURS DEGREE IN MANAGEMENT AND ENTREPRENEURIAL  
DEVELOPMENT STUDIES SPECIALISING IN MANAGEMENT & MARKETING**

**MAIN PAPER**

**MG212:**

**RETAIL MANAGEMENT**

**INTAKE 26: SECOND YEAR FIRST SEMESTER**

**DATE: DECEMBER 2020**

**TIME: 2 HOURS**

## **INSTRUCTIONS TO CANDIDATES**

Answer **question 1** and any other **two**

### **Question 1**

‘The bitterness of poor quality remains a long after low price is forgotten.’ - Leon M. Cautillo

We as customers, often get to read advertisements from various retailers saying, “Quality product for right price!” This leads to following questions such as what is the right price and who sets it? What are the factors and strategies that determine the price for what we buy? The core capability of the retailers lies in pricing the products or services in a right manner to keep the customers happy, recover investment for production, and to generate revenue.

#### **Required:**

1. Examine any five factors influencing retail pricing. [20]
2. Describe any four pricing approaches retailers may use. [20]

### **Question 2**

Explain any five macro environmental factors that affect retailers today. [20]

### **Question 3**

Describe the consumer decision making process and its implications to the retailer. [20]

### **Question 4**

Evaluate any five types of organizational types a retailer can choose from. [20]

### **Question 5**

Examine any five characteristics would you consider when choosing a store location. [20]

### **Question 6**

Explain any five communication tools a retailer may consider. [20]

**END**