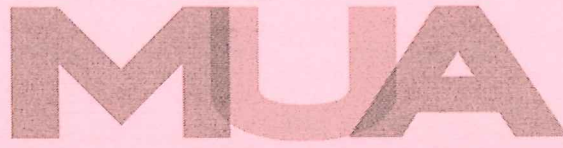


The
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DIPLOMA UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DIPLOMA IN SUPPLY CHAIN MANAGEMENT

DSM 101: RETAIL AND MERCHANDISE MANAGEMENT.

DATE: 3RD DECEMBER 2024

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other Four questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **10 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

BAY MANUFACTURING Ltd

Bay Manufacturing Limited , is an international manufacturer with many branches nearly every country in Europe with its headquarter in Italy intends to establish Insecticide manufacturing company in Kenya for control of Fall Armyworm on Maize, Thrips on African Bollworm on French beans and Caterpillars on roses and Diamond backmoth on cabbages.. Besides dealing in insecticides products, Bay manufacturing Ltd offers preventive services.

The global standardization approach targets a specific market that seeks simple organization and ease of product selection especially in crowded countries. Before Bay Manufacturing sets its operations in the country; it has to consider the international risks involved, the logistical barriers and customs regulations and duties prevailing in Kenya. Considering the existence of government Agricultural facilities, private facilities and non-governmental organizations in the industry, Bay Manufacturing is likely to face fierce competition.

Bay Manufacturing strategy of appearing unique in the Insecticide dominated industry is to provide Armyworm Surveillance Equipment to help the government prevent the spread of Armyworm and other crop destroying insects to her citizens in the country. It is imperative for top management of Bay Manufacturing limited to carry out research to enable it to enter the market and sustain competition. Noteworthy is a one-time statement by Bay Manufacturing director Mr. Stephen Cocker that it is not easy to market goods.

Required:

- a) Advise the management of Bay Manufacturing four factors they should consider as major determinants of the promotion mix. (10 marks)
- b) With reference to the case study, explain to Bay Manufacturing any five strategies that they can use to penetrate the foreign market. (10 marks)
- c) Explain Bay Manufacturing limited marketing challenges in or characteristics of services that may make them challenging to sell their products. (10 marks)

QUESTION TWO

- a) Michael Porter designed a framework named Five Forces of competition in the retail industry, explain. (5 marks)
- b) Explain three strategies for market penetration (5 marks)

QUESTION THREE

- a) Describe any five elements of retail marketing mix retailers carry out to meet the target market's requirements in the best possible way (5 marks)
- b) Explain any two theories of development in retail management categories (5 Marks)

QUESTION FOUR

- a) Explain any five prominent retail sectors around the world, their structure, and give examples of key players in their sector. (5 marks)
- b) Retailing Formats are classified into various types, discuss any five Merchandise Based Retailing Ownership (5 marks)

QUESTION FIVE

- a) Explain any five strengths of Electronic Retailing (e-tailing) (5 marks)
- b) Explain five factors marketing teams must analyse to determine Retail Locations (5 Marks)

QUESTION SIX

- a) Igor Ansoff an American planning expert developed a strategic tool matrix that presents strategies for market growth, explain the four strategies (5 marks)
- b) Explain any five factors that help companies in determining retail locations (5 marks)

