



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2017/2018
FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
COMMERCE
BBA 407: RETAIL MARKETING MANAGEMENT

DATE: MONDAY 12TH FEBRUARY 2018

TIME: 8.00 A.M. - 10.00 A.M.

INSTRUCTIONS

Attempt Question ONE and any other Two Questions

1. Write briefly on the following
 - a) Marketing concept (8 marks)
 - b) Retailing concept (8 marks)
 - c) Franchising (7 marks)
 - d) Qualities of an ideal marketing manager (7 marks)
2. Identify and discuss key functions of distribution channels (20 marks)
3. Discuss strategies that a retail manager can apply for his company's product. (20 marks)
4. Advise the CEO of the Kenyan newly discovered oil (company) how he will distribute Kenyan oil, here in Kenya as well as within the East African Community markets (20 marks)