



THE COUNCIL OF COMMUNITY COLLEGES OF JAMAICA

BACHELOR OF SCIENCE EXAMINATION

SEMESTER III – 2016 AUGUST

PROGRAMMES: BUSINESS ADMINISTRATION

COURSE NAME: DISTRIBUTION AND RETAIL MANAGEMENT
CODE: (MRKT3602)

YEAR GROUP: THREE

DATE: MONDAY, 2016 AUGUST 15

TIME: 1:00 P.M. – 4:00 P.M.

DURATION: 3 HOURS

EXAMINATION TYPE: FINAL

This Examination paper has 2 pages

INSTRUCTIONS:

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION.

SECTION B: ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION.

DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO.

SECTION A

Instructions: Answer ALL questions from this section.

The Retail Proposal – All Good Things

Amanda, Joy and Marie have been friends since high school and back then always talked about being in business together some day. However, after high school they all went their separate ways. Amanda migrated to the United States where she attended college; Joy went to Canada because her sister filed for her family; Marie stayed in Jamaica, but they all remained friends and stay in contact over the years. Coincidentally they all studied some aspect of business - one majored in finance another in business management and the third, accounting.

In recent time the three came together and decided that it was time to put to action the idea of the business which they talked about all these years ago. Amanda, Joy and Marie had amassed over twenty million dollars among themselves and though that amount should be sufficient to at least start a sensible business venture.

Given their knowledge of business, they went ahead and formulated a business plan, which included the necessary feasibility studies to ensure that they would not be putting their investments to too much unnecessary risk. They decided that the easiest form of business they could formulate, given the involvement of all of them, was a partnership.

Amanda and Joy would remain in their new home countries and Marie would be tasked with the job of managing the operations. Of course, they would still be required to provide technical support from time to time. Their business would be in the area of groceries along with other household items.

Even though the friends have decided that their business would definitely be in retailing, they were still undecided as to what type of retail operation they should be involved in. Given the nature of retailing which encompasses several types, functions and marketing decisions, it could take some time before the operations actually commence.

They have already decided on the name of the business, All Good Things – this name would be used for trading purposes only since the partners would each be responsible for their individual tax situations.

1. What are the types of retailing from which the trio could choose to operate? *(4 marks)*
2. Give details of the classification of retailing. *(12 marks)*
3. Explain scramble merchandising giving details of how scrambling could increase the business' profit should they choose to operate a supermarket; a drugstore; a gift shop or a stationery store. *(9 marks)*

END OF SECTION A



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INSTRUCTIONS:

SECTION B: ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION.

SECTION B

*Instructions: Answer any **THREE (3)** questions from this section.*

Question 1

- a. Explain what is wholesaling and who is a wholesaler. *(4 marks)*
- b. i. List **FIVE (5)** functions of the wholesaler. *(5 marks)*
- ii. Discuss any **THREE (3)** of the functions of the wholesaler listed in (i) above. *(12 marks)*
- c. Evaluate differences between manufacturer agent and a sales agent. *(4 marks)*

(Total 25 marks)

Question 2

- a. Jenz Designs is a new establishment which specializes in providing trendy and fashionable clothing and accessories to teenagers and young adults. The shop's location would be better suited for an uptown mall, but the owner is also young and can only afford a low rent facility. Given your knowledge of retailing, explain the possible transitions that the business could go through, including possible added feature, before it reaches its pinnacle of operation. *(15 marks)*
- b. In recent time retailing has gone through several trends. Discuss these trends and in doing so highlight the benefits which customers may derive from these occurrences. Use relevant examples to clarify your answers. *(10 marks)*

(Total 25 marks)

Question 3

Jack and Mary are in business together for some time operating a chicken farm. They have recently decided to embark on a new venture of retailing of farm produce along with other grocery items. In no less than **FIVE (5)** paragraphs explain to them the marketing decisions which would be involved in carrying out the retailing functions. *(Total 25 marks)*

Question 4

- a. What is Logistics Management? *(3 marks)*
 - b. Identify and discuss three components of the logistics system. *(15 marks)*
 - c. Describe how the use of a logistics system may cause a business to reap impressive profits or face failure. *(7 marks)*
- (Total 25 marks)*

Question 5

- a. Identify and describe the components of a situation analysis. *(8 marks)*
 - b. Explain how this analysis may be used to create competitive advantage among business competitors. *(7 marks)*
 - c. From an international standpoint channel intermediaries are very vital in ensuring the seamless movement of products and services from global producers to many local markets. Identify and discuss how transportation as an intermediary function could assist in the fulfillment of these processes. *(10 marks)*
- (Total 25 marks)*

END OF EXAMINATION