



UNIVERSITY OF RUHUNA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration Degree Programme 2000 Level Semester II

Examination (March 2022)

Academic Year 2020/2021

MKT 22503 – Sales and Retail Management

Duration: Three hours

The Question Paper contains 05 questions.

Answer only four (04) questions including question number one (01).

Question 01

Read the following case and answer the questions given below.

“Saru Mart” is a very successful Colombo based business firm in grocery retailing having a grocery chain islandwide. A recent survey in the retailing sector in Sri Lanka highlighted that grocery and food retailers are responding to unprecedented demand. As a result of the Covid-19 pandemic, customers have shifted to digital and delivery, ushering in a new normal for food retail that may become permanent. This has created an environment poised for innovation, with a need to realign supply chains. According to these findings, the company is planning to launch a well-established online platform. “Saru Mart” is located in the hub of the main city in the Nugegoda area and the interior of the supermarket is perfectly arranged and entry is attracted with new landscaping. As a result of current trends and motivations, the management is planning to introduce an eco-friendly product line.

1.1 Discuss the advantages and disadvantages of retail chain using the above case.

(08 Marks)

1.2 Explain the usefulness of having a website to promote the retail business.

(08 Marks)

Types
1.3 Discuss the of impulse shopping patterns in retailing context.

(08 Marks)

1.4 From the retailer's perspective, describe the key advantages of locating in a Central business district for the "Saru Mart" grocery store.

(08 Marks)

1.5 Explain the most suitable floor design for "Saru Mart" as a grocery store and how the company should locate their different product categories on the retail floor.

(08 Marks)

[Total 40 Marks]

Question 02

(I) "Approaching to customers" is an important stage in the sales process. Explain the main three approaches which can be used to contact customers.

(06 Marks)

(II) What information does a customer demand from a retailer and supplier?

(04 Marks)

[Total 10 Marks]

Question 03

(I) The merchandising philosophy sets the guiding principles for all the merchandise decisions that a retailer makes. Briefly explain the elements in adopting a merchandising philosophy.

(06 Marks)

(II) Explain 'staple merchandising' and 'assortment merchandising' by using examples.

(04 Marks)

[Total 10 Marks]

Question 04

(I) Explain how customer behaviour was changed during the last few years in the retailing context in Sri Lanka as a result of the effect of Covid 19 pandemic.

(06 Marks)

(II) "Location based decisions for retail business is very critical and complex." Discuss.

(04 Marks)

[Total 10 Marks]

Question 05

I) "Retailers who exercise ethical practices always accept responsibility for all their decisions made. Discuss the role of a retailer as a socially responsible entity.

(06 Marks)

II) Explain two objectives of the retailer's pricing strategies.

(04 Marks)

[Total 10 Marks]