

Uganda Martyrs University

Faculty of Business Administration and Management

End of Semester One Examinations 2022/2023

Time: 3 Hours

Course Name: MERCHANDISE PLANNING AND MANAGEMENT

Course code: PSM 2205

Instructions;

- ✓ *All questions carry equal marks*
- ✓ *Attempt **four** questions in total*
- ✓ *Begin each question on a fresh page*
- ✓ *Do not write anything on the **question paper***
- ✓ *All rough work should be done at the back of your answer booklet (s)*
- ✓ *Telephones or programmable calculators are not allowed in the examinations' room*
- ✓ *Sharing of calculators, rulers etc is not allowed*
- ✓ *The time allocated is inclusive of writing of your registration number and other details*

Question One

- a) Discuss the techniques that can be used to predict sales [5mks]
- b) Explain the factors that may influence sales of a given product [14mks]
- c) Give any three advantages of material handling [6mks]

Question Two

- a) Suppliers and retailers have a responsibility of communicating their offer through several channels. Discuss the channels of communication [12mks]
- b) Retailers commonly use *Product specific promotional communications*. Explain the indented objectives in this. [13mks]

Question Three

- a) Discuss the criteria that you can embrace in selecting a supplier for a given product [14mks]
- b) Explain the concept of "supplier relationship management" and give its benefits [11mks]

Question Four

- a) Many businesses have found it a challenge to choose the right stock control system. As a professional of merchandise management, advise the businesses [16mks]
- b) Explain the term obsolete stock and state its causes [9mks]

Question Five

- a) Explain the term materials management and clearly show its importance [10mks]
- b) With the help of examples discuss the principals of material handling [8mks]
- c) Why would a super market control stock [7mks]

Question Six

- a) Identify the practical considerations that retailers should make when drawing up their space allocation plans in shopping mall. [16mks]
- b) Describe the components of merchandise planning [9mks]