



ICM

JUNE 2016

RETAIL OPERATIONS & OPERATIONS MANAGEMENT

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
 - b) Answer any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
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1. What is the link between distribution, customer service and profitability? Illustrate your answer with examples. [20]
 2. What are the major difficulties facing retailers attempting an international effort for the first time? Discuss how such difficulties may be combated. [20]
 3. How can independent retailers fight back against the massive advantages of scale and economy possessed by the retail giants? [20]
 4. What effect can good in-store merchandising have upon increasing sales as well as the reduction of shrinkage? [20]
 5. What is the role of the retail buyer? [20]
 6. How might the old phrase 'retail is detail' apply to modern-day retail operations? [20]
 7. Discuss the idea that the huge out-of-town retail sites of the 1980s and 1990s have become outmoded? [20]
 8. How may IT be used as a market research device to build a customer database? What are the advantages and disadvantages of database building? [20]