



ZIMBABWE

**MINISTRY OF HIGHER AND TERTIARY EDUCATION,
INNOVATION, SCIENCE AND TECHNOLOGY
DEVELOPMENT**

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

SALES AND MARKETING MANAGEMENT

MODULE: Retail Management

**PAPER NO: 531/23/M09
531/21/S09**

DURATION: 3 Hours

JUNE 2026 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1. Answer ANY FIVE (5) questions.**
- 2. All questions carry equal marks.**
- 3. Start each question on a fresh page.**

QUESTION 1

Examine any five (5) macro environmental factors that retailers should consider when doing business. (20 marks)

QUESTION 2

Describe criteria used by retailers for evaluating market segments. (20 marks)

QUESTION 3

Analyse any five (5) factors to be considered in retail site selection. (20 marks)

QUESTION 4

Identify and explain any five (5) factors to consider when coming up with retail prices. (20 marks)

QUESTION 5

Outline any five (5) advantages and five disadvantages of using a small number of suppliers in retailing. (20 marks)

QUESTION 6

Evaluate any five (5) media characteristics that retailers would consider when selecting media for communicating with their customers. (20 marks)

QUESTION 7

Examine the four (4) stages of the retail control process. (20 marks)

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