

UNIVERSITY OF BOLTON
INSTITUTE OF MANAGEMENT
BUSINESS MANGEMENT PATHWAYS
SEMESTER 2 EXAMINATIONS 2021/2022
RETAIL MANAGEMENT
MODULE NO: BMP6009

Date: Thursday 19 May 2022

Time: 10.00 – 12.15

INSTRUCTIONS TO CANDIDATES:

There are 4 questions on this paper

Answer Two questions

Answer the compulsory question in section 1 and then 1 other question from section two

Candidates may bring two sheets of A4 paper with personal notes. Sheets must be submitted and show the candidates 'student number'.

You must answer Question 1 and on other of the remaining three.

Your answer must be in an essay style and use Harvard referencing, but do not supply a reference list.

All questions carry equal marks

You have 2hrs to complete this exam

University of Bolton
Institute of Management
BSc (Hons) Business Management
Semester 2 Examination 2021/22
Retail Management
Module No. BMP6009

Section 1

Question 1 is compulsory

Q1. Appraise why customer service is so important to retailers and how retail managers manage and improve it. Use 'real world' examples and appropriate theories and models to support your case.

Section 2

Select and answer 1 question from the 3 questions below

Q2. Explain why retailers adopt new technology into their retail operations. Use relevant theories and 'real world' examples to support your case.

Q3. Discuss and analyse two key functions of retail management and explain why they are so important.

Q4. Discuss the importance of ethical and corporate social responsibility policies for retailers. Use 'real world' examples and relevant theory and models to support for points.

End of Questions

PAST EXAMINATION PAPER