

UNIVERSITY OF BOLTON

OFF CAMPUS DIVISION

INSTITUTE OF DEVELOPMENT MANAGEMENT
BOTSWANA

SEMESTER 2 EXAMINATION 2022/2023

BSc (HONS) LOGISTICS & SUPPLY CHAIN
MANAGEMENT

OMNI CHANNEL RETAILING STRATEGIES

MODULE NUMBER: RBM6003

Date: 7th May 2023

Time: 09:00- 11:00 Hours

INSTRUCTIONS TO CANDIDATES: There are **SIX** (6) questions on this paper.
Answer **FOUR** (4) questions.
All questions carry equal marks.

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1. There are many added benefits of collecting and analysing retail business intelligence data, all of which can help a retailer's bottom line. Critically analyse the benefits of using retail business intelligence and analytics in the retail industry.

(Total 25 marks)

2. Brands that invest in an omnichannel strategy can reap a variety of benefits, Discuss the benefits of an omnichannel retail approach for a coffee shop in your neighbourhood.

(Total 25 marks)

3. Now you know what an omnichannel strategy is and why it matters. Check out how to apply it to your brand. Meeting today's customer needs with an omnichannel approach can impact a brand's growth. Critically assess this statement.

(Total 25 marks)

4. With the increasing adoption of omnichannel retail and the impact it can have on the customer experience and customer lifetime value, retail brands have a perfect choice to make, whether to keep up or lag. So, it couldn't be more important to keep your finger on the pulse of omnichannel retail. Discuss what the future of omnichannel retail will look like in the near future.

(Total 25 marks)

5. Describe the trends in omnichannel retail strategies in current and future supply chains and give examples of each.

(Total 25 marks)

6. Critical review customer lifecycle marketing examples, strategies, and tactics for an online grocery store.

(Total 25 marks)

END OF QUESTIONS