Tutorial Letter 101/3/2020

Introduction to Retailing

MNM1504

Semesters 1 & 2

Department of Marketing and Retail Management

This tutorial letter contains important information about your module.

BARCODE

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1 INTRODUCTION AND WELCOME

Dear Student

I have great pleasure in welcoming you to this module, **Introduction to Retailing [MNM1504]**. I hope that you will find this module interesting and rewarding. I will do my best to help you study this module successfully. You will be well on your way to success if you start studying early in the semester and resolve to do the assignments properly.

This tutorial letter **(Tutorial Letter 101)** contains important information concerning this module. I encourage you to read it carefully when working through your study material and preparing assignments. Details on assignments for both semesters and instructions on the preparation and submission of the assignments are provided in this tutorial letter. General and administrative information about the module is also included in this tutorial letter.

You will receive Tutorial Letter 301 MRMALL8/301/4/2020 at the start of the semester. Please read it together with this tutorial letter, as it contains helpful information about studying via distance education through this department and the School of Management Sciences at Unisa.

Later on in the semester, you will receive tutorial letters providing feedback on assignments – this includes **Tutorial Letter 201** (for Assignment 01) and **Tutorial Letter 202** (for Assignment 02). These tutorial letters will be available a few weeks after the due date of each assignment.

I hope that you will enjoy this module and wish you all the best!

2 PURPOSE AND OUTCOMES

2.1 Purpose

The purpose of this module is to enable students to gain an understanding of the fundamentals of the retail environment. After completing this module, students will be aware of issues affecting retailers such as; the selection of the right suppliers, store location and storage, the correct merchandise to sell, the price of the product and the right product and retail promotion.

2.2 Outcomes

After completing this module, you should:

- Have an informed understanding of the retailing; understand types of retailers, developments in the field of retailing and rights of retailing.
- Demonstrate an informed understanding of the role of technology in retailing, market and internal factors affecting retailers.
- Be able to select suppliers and build supplier relations in the retailing environment.
- Be able to select an appropriate location for a retailing operation and the importance of designing the correct store layout.
- Have an ability to identify customer demand; evaluate buying plan and decide on the merchandise process within the retail context.
- Demonstrate an ability to apply solutions based on levels of merchandise to keep in stock; merchandise performance.
- Understand types of mark-downs in a retail outlet.

3 LECTURER AND CONTACT DETAILS

3.1 Lecturer

The primary lecturer for this module is **Ms Mogashoa CM**. Her contact details are as follows:

Department: Department of Marketing and Retail Management
Address: AJH van der Walt Building, Muckleneuk Campus, Office 5-67
Telephone: 012 429 8303
E-mail: marketing@unisa.ac.za

PLEASE NOTE that you should contact your lecturer only for **academic** enquiries, that is, enquiries about the **content** of the module. You may not enclose letters addressed to me with your assignments.

I am available to take phone calls on academic matters and/or receive students who prefer to visit me in person for academic engagement. I will announce the days and times when I will be available on the module page on myUnisa. These days and times are subject to change from time to time in order to accommodate my schedule and other commitments. I will communicate the changes to the days and times well in advance through the announcement option on myUnisa. Students are advised to check the module page on myUnisa before making phone calls or visiting my office for academic enquiries/engagements.

3.2 University

Administrative queries concerning fees, receipt of assignments, examination dates, and so on should be directed to the relevant administrative departments as indicated below:

Communication with the administrative departments of the university

If you need to contact the university about matters not related to the content of this subject, please consult the booklet entitled ***Study @ Unisa***. This booklet contains information on how to contact the university (eg, to whom you can write for different queries, important telephone and fax numbers, addresses and details of the times certain facilities are open).

Please note that all administrative enquiries should be directed to the following e-mail addresses:

Information Services Division	infoservices@unisa.ac.za or 012 429 3111
Student admissions and registrations	study-info@unisa.ac.za or 012 441 5888
CEMS admission and registrations	econ@unisa.ac.za or 012 441 5700
Student assessment administration for assignments	assign@unisa.ac.za
General examinations queries:	exam@unisa.ac.za or 012 429 8205/2919 aegrotats@unisa.ac.za examadmission@unisa.ac.za remark@unisa.ac.za purchasescript@unisa.ac.za
Despatch: Study material	despatch@unisa.ac.za
Finance	finan@unisa.ac.za
ICT (myUnisa & myLife)	myUnisaHelp@unisa.ac.za or 012 429 3111 myLifeHelp@unisa.ac.za or 012 429 3111
College specific enquiries (CEMS)	cemsenquiries@unisa.ac.za or 012 429 3925

Also refer to Tutorial Letter MRMALL8/301/4/2020 for further contact details.

4 RESOURCES

4.1 Accessing myUnisa for the first time and claimng myLife email

The myUnisa learning management system is the University's online campus that will help you communicate with your lecturers, with other students and with the administrative departments at Unisa – all through the computer and the internet. If you do not have access to a computer, please consult http://www.unisa.ac.za/telecentres to see a list of telecentres and cafes where you can connect to myUnisa for free. Alternatively you can Unisa regional centres and book time in the computer laboratory. Lastly, you can always take your own device to a regional centre and connect to the Unisa Student Wi-Fi for free.

To access myUnisa, you can start at the main Unisa website at https://www.unisa.ac.za/sites/corporate/default and then click on the myUnisa orange block. This will take you to the myUnisa website. To go to the myUnisa website directly, go to http://www.unisa.ac.za/sites/myunisa/default/. Click on the **Claim UNISA Login** on the top right side of the screen on the myUnisa website. You will then be prompted to give your student number in order to claim your initial myUnisa details as well as your myLife e-mail login details.

4.2 Forwarding your myLife email

You can forward your myLife emails to your preferred/personal email account. Follow the steps listed in the link below on forwarding your myLife email to your preferred account: https://sites.google.com/site/wcdigitalliteracy/mylife/03-email-forwarding. Remember **it is a student's responsibility to activate myUnisa and myLife accounts as soon as you are registered.**

4.3 Prescribed book

There is ***no prescribed book for this module***. To complete this module, you will only need the study guide that you were provided with at the beginning of the semester and that is also available on myUnisa. The study guide serves as your textbook.

The tutorial matter for this module consists of **ONE** study guide and a number of tutorial letters available in English only (supplied by Unisa and available online via myUnisa).

There is NO prescribed textbook for this module. The study guide serves as your textbook for this module.

4.4 Library services and resources information

For brief information, go to www.unisa.ac.za/brochures/studies

For detailed information, go to http://www.unisa.ac.za/library. For research support and services of personal librarians, click on "Research support".

The Library has compiled numerous library guides:

- finding recommended reading in the print collection and e-reserves – http://libguides.unisa.ac.za/request/undergrad

- requesting material – http://libguides.unisa.ac.za/request/request
- postgraduate information services – http://libguides.unisa.ac.za/request/postgrad
- finding, obtaining and using library resources and tools to assist in research – http://libguides.unisa.ac.za/Research_Skills
- contacting the Library/finding us on social media/frequently asked questions – http://libguides.unisa.ac.za/ask

5 STUDENT SUPPORT SERVICES

For information on various student support systems and services are available at Unisa (for example, student counselling, language support etc). Please consult the ***Study @ Unisa*** which is available on myUnisa: www.unisa.ac.za/brochures/studies

5.1 myUnisa

Please note that contact with fellow students via the internet is important because all your study material is also available under **Official Study Material** on myUnisa. You will also be able to utilise the **Discussion Forum** where you can communicate with me and your fellow students. Utilising myUnisa will also help you to gain easy access to other resources and information at the University.

TO REITERATE:

We use myUnisa to communicate with our students, so it is essential that you register with this service as quickly as possible and that you visit myUnisa regularly to keep abreast of any new developments or changes. Think about checking myUnisa for any communication from the lecturer or department before contacting us telephonically, as your query may already have been answered on myUnisa.

To access myUnisa website, start at the main Unisa website, http://www.unisa.ac.za, and then click on the **myUnisa** link within the orange-coloured block near the centre of the web page. This will take you to the myUnisa website. You can also go there directly by typing in http://www.unisa.ac.za/sites/myunisa/default/.

Please consult the publication entitled ***Study @ Unisa***, which you received with your other study material, for more information on myUnisa. Should you misplace any of your study material, you can always access it on myUnisa.

5.2 Study groups

It is advisable to have contact with fellow students. One way to do this is to form study groups. The addresses of students in your area may be obtained from the following department:

Directorate: Student Administration and Registration
PO Box 392
Unisa
0003

5.3 Tutorial support

Unisa offers tutor services for students as additional academic support at the various Unisa regional learning centres throughout the country. A tutorial is an organised session where students and tutor(s) meet regularly at a particular venue and at scheduled times to discuss course material. The main purpose of the tutorial service is to facilitate student learning by developing your independent learning skills and assisting you to become motivated. Tutorials help you to develop and enhance your learning experience and academic performance through interaction with the tutor and your fellow students. Tutorials are not compulsory and willing students receive relevant tutorial support. If you are interested, consult a learning centre closest to you to enrol for tutorials. For further information on tutorials, consult the brochure ***Study @ Unisa***.

5.4 Predatory providers of classes and examination support

Please beware of fraudulent and predatory providers of classes and examination guidance to Unisa students. Unisa does not have an agreement with any of these agencies/schools/colleges to provide tuition or support to our students. Also Unisa does not provide these predators with study material, guidelines or your contact information.

These providers may not have the necessary expertise to assist you and often charge exorbitant fees. If you receive an invitation from any agency or college, it is best to confirm with your lecturer if the provider is a legitimate Unisa partner.

5.5 TVET agreements

Unisa has agreements with a number of technical and vocational education and training (TVET) colleges to provide contact tuition and support for students in the following higher certificates:

- Higher Certificate in Economic and Management Sciences
- Higher Certificate in Banking
- Higher Certificate in Tourism
- Higher Certificate in Accounting Sciences

More information on this is available on the Unisa website.

5.6 The Student Retention Unit (SRU) and the First-Year Experience Initiative (FYE)

The Student Retention Unit (SRU) would like to partner with you during your first-year experience as a Unisa student. The SRU is driven by its vision: "*To retain and forge a generation of successful Unisa students*". Therefore, we would like to help you to stay focused and motivated, and support you when you feel overwhelmed. The SRU is responsible for implementing and coordinating the First-Year Experience (FYE) initiative. Unisa's FYE initiative aims to provide extended support for students entering Unisa and ODeL for the first time by increasing communication between them and the institution during crucial points in the student walk. The FYE is a university initiative geared towards integrating and streamlining the broad range of support services to ensure timely and relevant support for our first-year students.

If you have any enquiries regarding the FYE initiative, please send an e-mail to fye@unisa.ac.za.

6 STUDY PLAN

Below is a proposed study plan that you could use to work through the study material systematically up to the examination. It is merely a guideline and you may adapt it to fit your own particular time schedule. The time allocated to each topic also serves as an indication of its importance within the context of the prescribed study material.

Please see the ***Study @ Unisa*** brochure for general time management and planning skills.

Study unit	Topic	Time	Date to be completed: 1st /2nd semester
	Estimated start date		**23 January / 10 July**
	Read through TL101 from start to finish	2 hours	24 January / 11 July
Topic 1: The basics of retailing			
1	Introduction to retailing	5 hours	3 Feb/02 Jul
2	The retailing environment	20 hours	10 Feb/7 Jul
3	Selecting suppliers and supplier relations	15 hours	17 Feb/14 Jul
Topic 2: The "rights" of retailing			
4	Being in the right place	15 hours	24 Feb/21 Jul
5	Selling theright products of the right quality	15 hours	03 Mar/28 Jul
	Complete and submit Assignment 01 (LU 1-6)	**7 hours**	**10 March / 29 August**
Topic 3: Implementing the retail strategy			
6	Selling the right quantity at the right time	10 hours	10 Mar/4 Aug
7	Selling at the right price	10 hours	17 Mar/11 Aug
8	Selling the right service	10 hours	24 Mar/18 Aug
9	Retail promotion	10 hours	02 April/25 Aug
	Complete and submit Assignment 02 (LU 7-11)	**6 hours**	**11 April / 27 September**
Revision			
	Examination	**2 hours**	**TBC***

** Examination dates to be confirmed during the semester.*

7 ASSESSMENT

7.1 Assessment criteria

The assignments for this module are contained in **Addendum A** (semesters 1 and 2) further on in this tutorial letter. Before you do the assignments, please study the rest of this section first.

7.2 Assessment plan

Submitting Assignment 01 and 02 will ensure that you earn a year mark. You will earn a year mark by submitting Assignments 01 and 02 on time. The assignment marks will contribute a maximum of 20% (10% each assignment) to your final assessment mark for the module, while

the examination mark will contribute 80%. Irrespective of the year mark, a student must obtain a minimum of 40% in the examination. If you obtain less than 40% in the examination, your year mark will not be taken into account when calculating your final assessment mark.

Below is an example of how you can calculate your year mark:

For example:

Assignment 01 mark = 60%
Assignment 02 mark = 80%
Average mark (60% + 80% / 2) = 70%
20% of the assignment mark = 14%

Examination mark = 50%
80% of the examination mark = 40%

Final mark = (20% of assignment mark) + (80% of examination mark)
= 14% + 40%
= 54%

You will need a final mark of at least 40% to qualify for a supplementary examination. Refer to Tutorial Letter MRMALL8/301/4/2020 for more information in this regard.

7.3 The assignments

The compulsory assignments for MNM1504 for 2020 are contained in **Addendum A** of this tutorial letter. You need to submit the **first** of these assignments if you wish to gain **entry** to the examination. Assignments 01 and 02 both comprise 15 multiple-choice questions.

7.3.1 Assignment due dates

Different **unique numbers** have been allocated to Assignment 01 and 02 for the first and second semesters. Please **make sure** that you **provide the correct unique number** of the first assignment and the second assignment respectively.

First semester *(only students who are enrolled for the January–June period must submit these assignments)*

ASSIGNMENT	DUE DATE	UNIQUE NUMBER
Assignment 01	16 March 2020	702029
Assignment 02	14 April 2020	659816

Second semester *(only students who are enrolled for the July–December period must submit these assignments)*

ASSIGNMENT	DUE DATE	UNIQUE NUMBER
Assignment 01	24 August 2020	889864
Assignment 02	28 September 2020	855789

Please ensure that your assignment reach the university before the due dates. Late assignments will automatically be returned to you unmarked. You will not be admitted to the examination if an assignment is submitted later than the due date.

7.3.2 Feedback on assignments

After the due date of the assignments you will receive feedback in Tutorial Letter 201 (for Assignment 01) and Tutorial Letter 202 (for Assignment 02). These tutorial letters will be available on myUnisa (under **Official Study Material** and **Additional Resources**).

7.4 Submission of assignments

Submit all your assignments online via myUnisa.

To submit an assignment on myUnisa:

- Go to myUnisa (http://www.unisa.ac.za/sites/myunisa/default/) and log in with your student number and password.
- Click on **myAdmin** on top right of the menu
- Click on **Assignment Admin** drop down menu, then select **Assignment Submission**
- Click on the assignment you want to submit, in line with the correct unique number
- make sure you submit the right assignment under the correct module
- Once you have submitted an assignment, do not resubmit it (there is such an option available). When the due date has lapsed, this option will no longer be available.
- After you have submitted an assignment, print or save the proof-of-submission page.

Remember that you can submit your assignments until 24:00 (midnight) on the due date of the assignment. However, **I advise you NOT to wait until the due date to submit your assignments** on myUnisa as the system might be very busy or down for routine maintenance.

NOTE: Enquiries about assignments (for example, whether or not the University has received your assignment or the date on which an assignment was returned to you) must be addressed to Assign@unisa.ac.za. You might also find information on myUnisa by visiting the following URL link: http://www.unisa.ac.za/sites/myunisa/default/Assignments-&-Examination.

8 EXAMINATIONS

For general information and requirements as far as examinations are concerned, see ***Study @ Unisa***, which you received with your study material.

8.1 Examination admission

Admission to the examination is automatic, provided you have submitted Assignment 01 on or before the due date for this assignment. **Students who do not submit this compulsory assignment will NOT be granted admission to the examination.**

8.2 Examination period

This module is offered on a semester basis, which means that there are two registrations each year. If you register at the beginning of the year (first semester registration), you will write the

examination in the May/June 2020 examination period, while the supplementary examination (if applicable to you) will be written in the October/November 2020 examination period. If you register in the middle of the year (second semester registration), you will write the examination in the October/November 2020 examination period, while the supplementary examination (if applicable to you) will be written in May/June 2021.

8.3 Examination paper and format

The format of the examination paper for undergraduate modules is as follows:

First-level modules – The question paper will comprise only multiple-choice questions (MCQs). There will be **70 multiple-choice questions** worth 1 mark each, representing a total of 70 marks. *If you do not have your specific examination **dates and venues** about a month before you are supposed to write the examination, send an SMS to the Examination Department or send them an e-mail at exams@unisa.ac.za.*

NOTE: ALL EXAMINATION PAPERS ARE TWO-HOUR EXAMINATIONS

8.4 Previous examination papers

Previous examination papers can be found under official study material on myUnisa. No answers to these previous examination papers will be made available to students. We advise you however, not to focus on these examination questions/papers as the questions actual examination paper may be different.

9 FREQUENTLY-ASKED QUESTIONS

The ***Study @ Unisa*** brochure contains an A-Z guide of the most relevant study information.

You can also find FAQs on the **MNM1504** module site on myUnisa. To access these questions, go the site and click on **FAQ** on the module site (on the left-hand side of the screen).

Before you contact Unisa, read the FAQs as you may find the answer to your question there. Also remember to look at the FAQs regularly because I might add more questions as the semester progresses – they may even be ones that you have asked. Therefore, this option is quite useful. Also consult ***Study @ Unisa*** before you contact the university as most questions are answered in this brochure.

10 CONCLUSION

I hope that you will enjoy this module. I believe that you will find it useful and practical. Remember the module requires you to work at your studies consistently – the more you do so, the more you will get out of your studies. Please do not hesitate to contact me if you encounter any academic queries. I wish you all the best.

Kind regards,

Ms CM Mogashoa

DEPARTMENT OF MARKETING AND RETAIL MANAGEMENT

11 ADDENDUM A – ASSIGNMENTS FOR SEMESTER 1

There are **TWO COMPULSORY** assignments for this module and, therefore, both have to be submitted for assessment. Both compulsory assignments contribute towards your year mark. **The Assignment 01 needs to be handed in so that you may be admitted to the examination.** The due dates for the assignments are **NOT NEGOTIABLE**.

SEMESTER 1

ASSIGNMENT 01 (COMPULSORY)

– Must be submitted to gain examination admission –
– Contributes towards your year mark –

When completing this assignment via myUnisa, be sure to use the **correct unique number** as indicated below:

FIRST SEMESTER			
Assignment number	**Material to study**	**Due date**	**Unique number**
01	Learning units 1 to 4	16 March 2020	702029

This assignment consists of 15 multiple-choice questions. Each question is worth 1 mark and your total mark out of 15 will be converted to a percentage. Refer to **section 7** of this tutorial letter for information on the submission of assignments.

You must submit both your assignments electronically via myUnisa.

QUESTION 1

Which **ONE** of the following is an example of store retailing**?**

1 Standard bank representatives sell the latest insurance product over the phone.
2 An AVON representative goes to a client's house to promote the latest skincare range.
3 ABI installs soft-drink vending machines at University campuses.
4 UFO furniture sells furniture and décor accessories in a retail outlet.

QUESTION 2

Deciding to have concrete floors and walls and to use steel pipes to display hip and edgy types of merchandise reflect which **ONE** of the following "rights" of retailing?

1 Selecting the right store location and image.
2 Choosing the right merchandise to sell.
3 Deciding what the right amount is to sell and when.
4 Implementing the right promotion.

QUESTION 3

David owns a construction company. He purchases his material through an internet website from Ghana. This is called **…** shopping?

1 television
2 online
3 direct mail
4 mobile

QUESTION 4

A place where consumers are able to buy authentic brands at a more affordable cost where the merchandise may be slightly outdated. This is an example of a/an **…**

1 speciality store.
2 category killer store.
3 pharmacy.
4 outlet factory.

QUESTION 5

Motale carries a wide assortment of food and non-food items. This is an example of a/an **…** store.

1 convenience
2 discount
3 department
4 supermarket

QUESTION 6

Which **ONE** of the following statements is **CORRECT** regarding variables in the market environment?

1 Competition plays an important role in bridging the gap between consumers and manufacturers, wholesalers, retailers and commercial agents.
2 Intermediaries are retailers who compete for the same customers.
3 Customers are people who do not have purchasing power and no interest in buying products or services.
4 Competitors are those organisations that provide similar products or services to the same customer.

QUESTION 7

The most intense and exciting environment shaping the retail industry today, which is based on discoveries, innovation and inventions, is an example of the **…** environment.

1 socio-cultural
2 legal and political
3 economic
4 technological

QUESTION 8

Siphokazi manufactures leather products and exports her products to China. Her business is experiencing a loss due to the weaker rand. This is an example of the impact of **…**

1 interest rates.
2 inflation.
3 exchange rates.
4 unemployment.

QUESTION 9

A retailer is trying to build the type of relationship that is interdependent and cooperating and may lead to a beneficial relationship for both parties involved. This refers to a/an **...** relationship.

1 transactional
2 allience
3 collaborative
4 structural backing

QUESTION 10

Which **ONE** of the following options represents a core fundamental building block of maintaining a relationship with a supplier?

1 Communal trust
2 Joint goals
3 Open communication
4 Product supply

QUESTION 11

Lumka Enterprises provides a range of services, such as carrying stock, offering credit, making deliveries and maintaining a sales force. This is an example of a/an **…** wholesaler.

1 limited service
2 full-servise
3 agents
4 broker

QUESTION 12

Lilly owns an events company which assists in planning corporate functions. In addition, she offers decor which customers can hire. Which **ONE** of the options **BEST** represents the type of service retailer Lilly is?

a pure service retailer.
b owned-goods service retailer.
c rented goods service retailer.

1. a
2. a b
3. a c
4. a b c

QUESTION 13

Mr. Price is a clothing retailer with an in-store radio station. The retailer plays music that relates to their target market of younger customers. Which element of hearing is Mr. Price using?

1 messaging
2 volume
3 tempo
4 genre

QUESTION 14

A boutique store uses chandelier lighting, which makes the store seem more sophisticated. This is an example of **…** lighting.

1 ambient
2 tasking
3 accent
4 decorative

QUESTION 15

Donna May clothing store uses lighting, colour, music and pay-points that are conducive to buying. This is an example of the importance of **…**

1 atmospherics.
2 temperature.
3 materials.
4 fixtures.

SEMESTER 1

ASSIGNMENT 02 (COMPULSORY)
– Contributes towards your year mark –

When completing this assignment via myUnisa, be sure to use the **correct unique number** as indicated below:

FIRST SEMESTER			
Assignment number	**Material to study**	**Due date**	**Unique number**
02	Learning units 5 to 9	14 April 2020	659816

This assignment consists of 15 multiple-choice questions. Each question is worth 1 mark and your total mark out of 15 will be converted to a percentage. Refer to **section 7** of this tutorial letter for information on the submission of assignments.

You must submit both your assignments electronically via myUnisa.

QUESTION 1

Lucky owns a small hardware store. He buys merchandise in big quantities and sells them as single items. This is an example of **…**

1 providing assortment.
2 holding inventory.
3 bulk-breaking.
4 providing services.

QUESTION 2

Which **ONE** of the following options is **NOT** a benefit of ongoing corporate training?

1 maintain knowledge and skills.
2 keep in touch with the latest technological developments.
3 increase employer turnover.
4 attract new talent.

QUESTION 3

A closely related line of products within a merchandise group, which clearly differentiates particular consumer needs, **BEST** describes merchandise **…**

1 class.
2 category.
3 group.
4 element.

QUESTION 4

Verimark advertises products during popular time slots for specific viewers where a number is displayed for prospective customers who wish to place an order. This is an example of **…** marketing.

1 catalogue
2 tele-
3 direct mail
4 direct response

QUESTION 5

Retailers are interested in the salaries of prospective customers and the income group categories they belong to. This is an example of consumer's **…**

1 education level.
2 age distribution.
3 geographic location.
4 household income.

QUESTION 6

Merchandise that is characterised by a consistent demand over a period of time is an example of **…** merchandise.

1 fashion
2 seasonal
3 staple
4 substitute

QUESTION 7

Most retailers offer customers bonus points for each purchase they make and encourages them to buy more regularly. This is an example of which **ONE** of the following sales promotion techniques?

1 buyer programme
2 samples
3 referral gifts
4 contests

QUESTION 8

A retailer that aims to compete on non-price-based factors such as better-quality products and services, would most likely follow a **…** objective approach.

1 profit-orientated
2 sales-orientated
3 status-quo
4 target-orientated

QUESTION 9

Fashion In-style clothing retailer introduces a new clothing line. The clothing items are priced based on the fabric used and casual or formal styles. Which pricing strategy is the retailer using?

1 bundle pricing
2 price penetration
3 price lining
4 loss-leader pricing

QUESTION 10

The level of service which customers believe they are likely to receive during their interaction with the company, is classified as **…** service.

1 expected
2 predicted
3 desired
4 adequate

QUESTION 11

Which **ONE** of the following options **BEST** demonstrates customer-segment pricing?

1 A washing machine is priced differently on the basis of their features.
2 Gold reef city entertainment fees are lower for children under 12 years.
3 Ticket prices for music festival differ based on seating arrangement.
4 Vodacom offers lower “off-peak” rates to network users.

QUESTION 12

A retailer measures customer satisfaction on five components of service quality: reliability, assurance, tangibles, empathy and responsiveness. What service performance measure is the retailer using?

1 Customer satisfaction index
2 After-sales survey
3 Servqual
4 Mystery shopping

QUESTION 13

Digital media marketing tool which provides retailers targeting opportunities when consumers use specific words, is **BEST** referred to as**...**

1 online advertising.
2 the e-marketplace.
3 search engine marketing.
4 influencers.

QUESTION 14

Which **ONE** of the following public relations tool and technique is used when a retailer emphasises that it is against animal testing in magazines?

1 Media relations
2 Publications
3 Corporate image
4 Corporate advertising

QUESTION 15

The way in which an organization is considered in the mind of the customer in relation to competitors refers to **...**

1 situation analysis.
2 brand positioning.
3 swot analysis.
4 market communication.

SEMESTER 2

There are **TWO COMPULSORY** assignments for this module and, therefore, both have to be submitted for assessment. Both compulsory assignments contribute towards your year mark. **The Assignment 01 needs to be handed in so that you may be admitted to the examination.** The due dates for the assignments are **NOT NEGOTIABLE**.

ASSIGNMENT 01 (COMPULSORY)

– Must be submitted to gain examination admission –
– Contributes towards your year mark –

When completing this assignment via myUnisa, be sure to use the **correct unique number,** as indicated below:

SECOND SEMESTER			
Assignment number	**Material to study**	**Due date**	**Unique number**
01	Learning units 1 to 4	24 August 2020	**889864**

This assignment consists of 15 multiple-choice questions. Each question is worth 1 mark and your total mark out of 15 will be converted to a percentage. Refer to **section 7** of this tutorial letter for information on the submission of assignments.

You must submit both your assignments electronically via myUnisa.

QUESTION 1

Anne opened a new store in the **CBD** of Johannesburg. She created a Facebook page for his business to create awareness of his store and products. This reflects which **ONE** of the following "rights" of retailing?

1 selecting the right store location and image.
2 choosing the right merchandise to sell.
3 deciding on the right amount to sell and when.
4 implementing the right promotion.

QUESTION 2

Lily purchases washing soaps from a wholesaler as stock for her spaza shop. This transaction is an example of a sale that takes place in the **…** market.

1 consumer
2 industrial
3 government
4 reseller

QUESTION 3

A channel that is dedicated to shopping where products are displayed and demonstrated to viewers. This refers to **…** shopping.

1 television
2 online
3 mobile
4 vending machine

QUESTION 4

A retailer that ensures stock is available in various food categories is creating value by **…**

1 providing assortment.
2 bulk-breaking.
3 holding inventory.
4 providing assortment..

QUESTION 5

Which **ONE** of the following options does **NOT** form part of the **ECONOMIC ENVIRONMENT**?

1 interest rates
2 consumer income
3 exchange rates
4 age distribution of consumers

QUESTION 6

The board of directors of a retail group decides to change some of the company's goals and objectives. This refers to a change in the **…** environment.

1 micro-
2 task
3 market
4 macro-

QUESTION 7

Shoprite and Spar are retail outlets with the same business format, competing for the same customers. This is an example of **…** competition.

1 intertype
2 intra-type
3 divertive
4 vertical

QUESTION 8

An industry that consists of a few big players who monitor one another very carefully in terms of price levels. This industry can be categorised as which competitive form?

1 monopoly
2 oligopoly
3 monopolistic
4 perfect competition

QUESTION 9

A BMW factory in South Africa assembles parts for the 3-series model in different stages from the outer body to the interior. This is an example of a **...** manufacturing process.

1 repetitive
2 discrete
3 batch
4 job shop

QUESTION 10

Which **ONE** of the following options reflects a fundamental building block of maintaining supplier relationships?

1 communal trust
1 joint measurable goals
2 open communication
3 product supply

QUESTION 11

Domino is a large organisation that generally sells produced merchandise to retailers. Domino is which type of supplier?

1 wholesaler
2 manufacturer
3 producer
4 retailer

QUESTION 12

A company that is able to deliver products according to the quantity specifications and requirements of its customers. This relates to which criterion of evaluating a supplier?

1 reliability of quality
2 comprehensiveness of merchandise
3 merchandise ordering convenience
4 geographic location

QUESTION 13

Which **ONE** of the options is **NOT** a factor to consider when selecting a store?

1 market potential
2 economic conditions
3 intermediaries
4 competition

QUESTION 14

Which **ONE** of the following options refers to lighting that is used by the retailer in dressing rooms of a retail store to allow customers to see clothing better?

1 tasking
2 accent lighting
3 decorative lighting
4 ambient lighting

QUESTION 15

During the Christmas period, most retail stores play Christmas songs that are slower to encourage customers to stay longer in their stores. This refers to which element of hearing?

1 messaging
2 volume
3 tempo
4 genre

SEMESTER 2

ASSIGNMENT 02 (COMPULSORY)
– Contributes towards your year mark –

When completing this assignment via myUnisa, be sure to use the **correct unique number** as indicated below:

SECOND SEMESTER			
Assignment number	**Material to study**	**Due date**	**Unique number**
02	Learning units 5 to 9	28 September 2020	**855789**

This assignment consists of 15 multiple-choice questions. Each question is worth 1 mark and your total mark out of 15 will be converted to a percentage. Refer to **section 7** of this tutorial letter for information on the submission of assignments.

You must submit all your assignments electronically via myUnisa.

QUESTION 1

Which **ONE** of these factors does **NOT** influence service expectations?

1 past experience
2 explicit service promises
3 momentary service intensifiers
4 word of mount

QUESTION 2

An industry characterized by a few major players which monitor one another carefully in terms of price levels. This industry can be categorised as a/an **…**

1 monopoly.
2 oligopoly.
3 monopolistic competition.
4 perfect competition.

QUESTION 3

“No name” brands are cheaper for retailers to promote and advertise. They are also preferred as substitutes by customers. This is a description of **…** brands.

1 national
2 generic
3 manufacturers’
4 national

QUESTION 4

Livewell supermarket experienced a 5% increase in sales for fresh vegetables in 2019. The supermarket forecasts a 6% increase in 2020 based on the sales of 2019. This is an example of which step in the sales forecast development?

1 Analyse changes in the marketing strategies. Dissolutions
2 Review past sales figures.
3 Analyse changes in the economic environment.
4 Analyse changes in sales potential.

QUESTION 5

Which of the following statements is **NOT** an **ADVANTAGE** of the open-to-buy (**OTB**) system?

1 Prevents under and over buying.
2 Improves stock turnover.
3 Markdowns are limited.
4 Purchases are made outside the budget.

QUESTION 6

Which step in the merchandise planning process involves a retailer determining the amount of dresses (size 32) to be purchased in black, white and red?

1 developing sales forecast
2 determining merchandise requirements
3 merchandise control
4 assortment planning

QUESTION 7

Light Your Way is a retailer that sells different types of lights; the retailer has a 50% discount on all dining room lights for October only. This is an example of **…** markdowns.

1 promotion
2 damaged
3 clearance
4 employee

QUESTION 8

A Cash and Carry's monthly salary expenses to employees amounts to R150 000. This is an example of a **…** cost.

1 variable
2 semi-variable
3 mark-up
4 fixed

QUESTION 9

Fruit and Veg store sells apples, oranges and bananas in one packet at a single price. It does that to create the impression of extra value. This is an example of **…** pricing.

1 odd
2 lining
3 bundle
4 even

QUESTION 10

Which **ONE** of the following is **NOT** a shopping experience enhancer?

1 employee values and beliefs
2 helping consumers avoid risks
3 embracing the anytime, anywhere economy
4 focusing first and foremost on the shopping experience

QUESTION 11

Which **ONE** of the following options is an example of a pre-transaction service?

1 credit
2 gift cards
3 convenient hours
4 gift wrapping

QUESTION 12

A customer is visiting a clothing retailer that a friend visited and recommended. Based on this, which factor will influence this customer's service expectation?

1 Past experience
2 Explicit service promises
3 Word-of-mouth communication
4 Implicit service promises

QUESTION 13

A retailer sponsored free water to a local high school sports day. A local newspaper published the story and mentioned the retailer in one of their articles. The story is an example of **...** for the business

1 publicity
2 sponsorship
3 corporate advertising
4 publication

QUESTION 14

Green Foods is a food retailer that allows customers to download their shopping app (application) on their phones. This is an example of which digital media marketing tool?

1 search engine marketing
2 mobile marketing
3 the e-marketing
4 online advertising

QUESTION 15

Diana's wedding boutique is located in Mamelodi East of Pretoria. She advertises annual wedding dresses promotion on a local radio station. This is an example of **…** advertising media.

1 print
2 out-of-home
3 digital interactive
4 broadcast