



KING FAHD UNIVERSITY OF PETROLEUM & MINERALS
College of Industrial Management
Department of Management & Marketing



Second Semester 2007-2008 (072)
MKT 340-01 & 02: Retail Management

Section 2

Quiz 2

April, 2008

Time Allowed: 30 Minutes

Name of Student:

Student's ID No......

GENERAL INSTRUCTIONS: Answer *all* the following **5 questions** for **5% mark**. Note that full marks will be given for clarity of expression, orderly and logical presentation of relevant material.

1. Of late, Azizia-Panda Hypermarkets have been registering slow growth due to lowering profits. Mention any **four** (4) types of growth opportunities that Azizia Panda can pursue.

- a).....
- b).....
- c).....
- d).....

2. Fill in the following blank spaces

a) _____ is a growth strategy in which a retailer introduces a new retail format directed toward a market segment that is not currently served by the retailer.

b) A group of consumers with similar needs (a market segment) that is serviced by a group of retailers using similar retail format to satisfy them is called_____

3. Mention any **two** (2) important conditions/factors in a retail market that can make it difficult for other firms to easily enter the market (Hint: *Barriers to Entry*).

- a).....
- b).....

4. What are the four (4) entry strategies that Saudi retailers can take when they decide to go international?

- a).....
- b).....
- c).....
- d).....

5. One of the three (3) major objectives that retailers might harbor is the contribution to societal development.

a) Mention **two** (2) major Saudi retail firms that are fulfilling these societal objectives

- i).....
- ii).....

b) Identify **two** (2) major areas that these companies have been concerned with in their societal development efforts.

- i).....
- ii).....

Good Luck!