

College of Industrial Management Department of Management & Marketing

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



Quiz 1 March, 2008 Time Allowed: 1 Hour

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. List some four (4) value creating functions of retailers in Saudi Arabia
(a)
(b)
(c)
(d)
2. List some four socio-economic significance of retailing to the Saudi economy.
(a)
(b)
(c)
(d)
3 Define and explain (with examples if possible) the following terms in Retailing (i) Variety
(ii) Assortment

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5. Mention	two examples of Services and Merchandise Retailers in Saudi Arabia. Briefl
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