



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



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

Section 1

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. Mention the **three** (3) elements in Retail Strategy

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

2. Fill in the blank spaces

a) _____ means that sales associates in one department attempt to sell complementary merchandise from other department to their customers.

b) The design and implementation of a retail mix to create an image of the retailer in the customer's mind relative to its competitors is called _____

3. Identify any **two** (2) characteristics of international/foreign retailers that have successfully exploited the Saudi market.

- 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 have 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!