

## UNIT 1

1. Retail is the \_\_\_\_\_ stage of economic activity.

- a) First
- b) Second
- c) Mid
- d) Last

ANS: (D) Last

2. Marketers see the process of retailing as a necessary part of their overall \_\_\_\_\_ strategy.

- a) Distribution
- b) Production
- c) Purchasing
- d) Promotion

ANS: (A) distribution

3. McDonalds is an example of \_\_\_\_\_ franchise.

- a) Product
- b) Manufacturing
- c) Business format
- d) Chain store.

ANS: (C) business format

4. \_\_\_\_\_ retailers purchase manufacturers seconds, over runs or off seasons at a deep discount.

- a) Off price
- b) Catalogue
- c) Warehouse clubs
- d) Franchisee.

ANS: (A) Off price

5. A \_\_\_\_\_ is a large, self-service retail food store offering groceries, meat, as well as sum non- food item, such as health & beauty product & general merchandise.

- a) Kirana store
- b) Super market
- c) Hyper market
- d) Speciality store

ANS: (B) super market

6. \_\_\_\_\_ is defined as the exchange of business information, through standard interfaces, by using computers.

- A) Barcoding
- B) Electronic labels

- C) Electronic data interchange
  - D) Automated vending
- ANS: (C) electronic data interchange

7. \_\_\_\_\_ Store stocks a particulars of merchandise.

- a) Convenience
- b) Speciality
- c) Departmental
- d) Kirana store

ANS: (B) Speciality

8. The \_\_\_\_\_ has been developed & managed on an international basis enabling compatibility for imported & exported goods.

- a) European article number
- b) Electronic data interchange
- c) Barcode
- d) Mail order selling.

ANS: (A) European article number.

9. \_\_\_\_\_ is fast transforming the way business is being conducted & monitored across the supply chain.

- a) Radio frequency identification
- b) Electronic labels
- c) Electronic surveillance
- d) Electronic retailing

ANS: (A) Radio frequency identification

10. Radio frequency identification was invented in 1948 by \_\_\_\_\_.

- a) Henry Fayol
- b) Harry German
- c) Harry Stalkman
- d) Des Plaines

ANS: (C) Harry Stalkman

11. \_\_\_\_\_ stock item ranging from groceries, hardware & sport equipment to furniture & appliances to computer & electronics

- a) Kirana store
- b) Hyper market
- c) Super market
- d) Speciality

ANS: (B) Hyper market

12. The \_\_\_\_\_ owns the trademark/product/service & licenses the trademark to another party.

- a) Franchiser
  - b) Franchisee
  - c) Franchise
  - d) Royalty
- ANS: (C) franchise

13. \_\_\_\_\_ is when two or more outlets are under common ownership.

- a) Chain retailer
- b) Independent retailer
- c) Leased departments
- d) Consumer Co-operatives.

ANS: (a) Chain retailer

14. The word “retail” comes from the old French word “\_\_\_\_\_”.

- a) Retailer
- b) Retailer
- c) Retailier
- d) Retail

ANS: (c) Retailier

15. Retailer ensures a product is available when the customer wants it is known as \_\_\_\_\_ utility.

- a) Place
- b) Time
- c) Possession
- d) Form

ANS: (b) Time

16. Retailers offer the products in smaller quantities tailored to individual consumers' and households' consumption patterns. Such activity is called as \_\_\_\_\_.

- a) Holding inventory
- b) Providing services
- c) Economic development
- d) Breaking bulk

ANS: (d) Breaking bulk

17. When a part of a department in a retail store is leased or rented to an outside party, it is termed as a \_\_\_\_\_ department.

- a) Leased
- b) Manufacturing
- c) Franchise
- d) Chain retailer

ANS: (a) Leased

18. The Indian retail industry is divided into \_\_\_\_\_ sectors.

- a) Service and Non- service
- b) Tangible and Non- tangible
- c) Organized and Unorganized
- d) Employed and Unemployed

ANS: (c) Organized and Unorganized

19. An \_\_\_\_\_ system is used by retailers for displaying product pricing on shelves.

- a) Electronic Surveillance
- b) Electronic Data Interchange
- c) Bar Coding
- d) Electronic Shelf Labels

ANS: (d) Electronic Shelf Labels

20. \_\_\_\_\_ refers to capital inflows from abroad that is invested in or to enhance the production capacity of the economy.

- a) Foreign Direct Investment
- b) Foreign Exchange Management Act
- c) Foreign Investment Promotion Board
- d) Foreign Trade Policy

ANS: (a) Foreign Direct Investment

21. \_\_\_\_\_ is not a type of Franchise.

- a) Product Franchise
- b) Direct Franchise
- c) Manufacturing Franchise
- d) Business format Franchise

ANS: (b) Direct Franchise

22. \_\_\_\_\_ is an approach towards managing a retail business that takes advantage of environmentally friendly processes.

- a) Airport Retailing
- b) Electronic Retailing
- c) Direct Retailing
- d) Green Retailing

ANS: (d) Green Retailing

## UNIT 2

1. \_\_\_\_\_ has identified various elements that go into the composition of a value chain.

- a) Philip Kotler
- b) Michael Porter
- c) Darwin
- d) Henry Fayol

ANS: (b) Michael Porter

2. A \_\_\_\_\_ is a group of customers who are bound together by their loyalty to a retailer and the activities in which the retailer engages.

- a) Focus group
- b) Frequent Shopper
- c) Retail brand community
- d) Retail Format

ANS: (c) Retail brand community

3. \_\_\_\_\_ is a clear and definite plan outlined by the retailer to tap the market.

- a) Retail strategy
- b) Diversification
- c) Retail format
- d) Retail value chain

ANS: (a) Retail strategy

4. The \_\_\_\_\_ provides a clear sense of direction for the organization and distinguishes the firm from all others.

- a) Brand equity
- b) Penetration strategy
- c) Conducting a situational analysis
- d) Mission statement

ANS: (d) Mission statement

5. The \_\_\_\_\_ defines a series of actions that enables businesses to sell their products to customers.

- a) Retail format
- b) Retail value chain
- c) Brand value
- d) Retail strategy

ANS: (b) Retail value chain

6. \_\_\_\_\_ include activities associated with receiving, storing and discriminating inputs to the product.

- a) Inbound Logistics
- b) Outbound Logistics
- c) Operations
- d) Service

ANS: (a) Inbound Logistics

7. \_\_\_\_\_ include activities associated with collecting, storing and physically distributing the product to buyers.

- a) Inbound Logistics
- b) Outbound Logistics
- c) Operations
- d) Service

ANS: (b) Outbound Logistics

8. Shopping Mall is an example of \_\_\_\_\_ location.

- a) Free standing
- b) Destination
- c) Traditional
- d) Convenience

ANS: (b) Destination

9. \_\_\_\_\_ are small selling spaces, typically located in the walkways of enclosed malls, airports, college campuses, or office building lobbies.

- a) Free standing
- b) Traditional
- c) Shopping centres
- d) Merchandise kiosks

ANS: (d) Merchandise kiosks

10. A \_\_\_\_\_ is a group of retail and other commercial establishments that are planned, developed, owned, and managed as a single property.

- a) Shopping centres
- b) Free standing
- c) Merchandise kiosks
- d) Traditional

ANS: (a) Shopping centres

11. \_\_\_\_\_ is not includes in Psychological elements.

- a) Motivation
- b) Perception
- c) Age
- d) Learning

ANS: (c) Age

12. \_\_\_\_\_ Research is done prior to setting up of a retail store.

- a) Evaluating the customer satisfaction
- b) Understanding the customer profiles
- c) Evaluating the acceptability of the products
- d) Demographic Data

ANS: (d) Demographic Data

13. \_\_\_\_\_ is not included in Demographic Data

- a) Population
- b) Focus group discussion
- c) Increase in the disposable income
- d) Age of the population

ANS: (b) Focus group discussion

14. \_\_\_\_\_ is not included in Frequent- Shopper Programs.

- a) Use tiers
- b) Personalization
- c) Offer choices
- d) Reward all transactions

ANS: (b) Personalization

15. Customer retention approaches does not include \_\_\_\_\_

- a) Special customer services
- b) Personalization
- c) Frequent- Shopper programs
- d) Accompanied Observation

ANS: (d) Accompanied Observation

16. \_\_\_\_\_ will be the last step in developing a retail strategy.

- a) Defining the mission
- b) Conducting a situation Analysis
- c) Evaluation and control of strategy
- d) Obtain and allocate resources

ANS: (c) Evaluation and control of strategy

17. In Value Chain, \_\_\_\_\_ is not a part of support activities.

- a) Technology development
- b) Firms infrastructure
- c) Marketing and Sales
- d) Human Resource Management

ANS: (c) Marketing and Sales

18. \_\_\_\_\_ Research provides the correct and latest information for arriving at sound marketing decisions.

- a) Market
- b) Marketing
- c) Product
- d) Behavior

ANS: (a) Market

19. \_\_\_\_\_ Psychology is the study of human responses to product and service related information and experiences.

- a) Buyer
- b) Consumer
- c) Retailer
- d) Manufacturer

ANS: (b) Consumer

20. A \_\_\_\_\_ customer will do mouth publicity and will attract many more towards the product.

- a) Unsatisfied
- b) Satisfied
- c) Delighted
- d) Frustrated

ANS: (c) Delighted

21. Buying decision process starts with \_\_\_\_\_

- a) Post purchase decision
- b) Purchase decision
- c) Evaluation of alternatives
- d) Recognition of needs

ANS: (d) Recognition of needs

22. Customer \_\_\_\_\_ means that customers are committed to shopping at retailer's locations.

- a) Loyalty
- b) Satisfaction
- c) Measurement
- d) Retention

ANS: (a) Loyalty

23. A \_\_\_\_\_ opportunity employs the existing retailing format in new market segments.

- a) Market segmentation
- b) Market expansion
- c) Diversification
- d) Market generation

ANS: (b) Market expansion



### UNIT 3

1. \_\_\_\_\_ is the process by which a retailer attempts to offer the right quantity of the right merchandise in the right place at the right time and meet the company's financial goals.

- a) Merchandise management
- b) Procurement
- c) Distribution
- d) Promotion

ANS: (a) Merchandise management

2. A \_\_\_\_\_ is the smallest unit available for inventory control.

- a) Assortment
- b) Category
- c) Stock-keeping unit
- d) Model stock plan

ANS: (c) Stock-keeping unit

3. Merchandise that has high demand for a relatively short period of time is referred to as \_\_\_\_\_.

- a) Staple merchandise
- b) Fashion merchandise
- c) Fad merchandise
- d) Lifestyle merchandise

ANS: (b) Fashion Merchandise

4. \_\_\_\_\_ enjoy popularity for a limited period of time and usually generate a high level of sales for a short time.

- a) Fads
- b) Staple
- c) Necessities
- d) Style

ANS: (a) Fads

5. \_\_\_\_\_ is the combination of all products made available in a store and a set of products offered within a product category.

- a) Merchandise
- b) SKU
- c) Assortment
- d) Pricing

ANS: (c) Assortment

6. The \_\_\_\_\_ gives the precise items and quantities that need to be purchased for each merchandise line.

- a) Necessities
- b) Category
- c) Assortment
- d) Model Stock Plan

ANS: (d) Model Stock Plan

7. \_\_\_\_\_ Brands target price-sensitive segment by offering no-frills product at a discount price.

- a) Copy cat
- b) Generic
- c) Premium
- d) Exclusive

ANS: (b) Generic

8. \_\_\_\_\_ go from one store to another, buying only items that are on special discounts.

- a) Cherry pickers
- b) Generic
- c) Exclusive
- d) Premium

ANS: (a) Cherry pickers

9. \_\_\_\_\_ Factors such as the development of e-commerce, development of information, development of the internet have brought changes.

- a) Political
- b) Organizational
- c) Technological
- d) Legal

ANS: (c) Technological

10. Advertising agency Young and Rubicam (Y & R) developed a model of brand equity called \_\_\_\_\_

- a) NAV
- b) VAV
- c) CRM
- d) BAV

ANS: (d) BAV

11. \_\_\_\_\_ Management means maintaining basic required stocks to fulfill consumer demands.

- a) Inventory
- b) Store
- c) Category
- d) Retail

ANS: (a) Inventory

12. \_\_\_\_\_ involves agreements to fix prices between parties at different levels of the same marketing channel.

- a) EDLP
- b) Psychological
- c) Predatory
- d) Discount

ANS: (c) Predatory

13. \_\_\_\_\_ is referred to as reduction from the original retail price of an offering to meet the lower price of another retailer.

- a) Psychological
- b) Variable
- c) Discount
- d) Markdown

ANS: (d) Markdown

14. \_\_\_\_\_ can be defined as the degree to which the different types of products that comprise the merchandise assortment are related.

- a) Consistency
- b) Department
- c) Category
- d) Promotion

ANS: (a) Consistency

15. \_\_\_\_\_ planning is basically the act of creating a merchandise plan.

- a) Advertise
- b) Merchandise
- c) Distribution
- d) Sales Forecasts

ANS: (b) Merchandise

16. \_\_\_\_\_ involves predicting as to what consumers may do under a given set of conditions.

- a) Retailing
- b) Financing
- c) Distributing
- d) Forecasting

ANS: (d) Forecasting

17. \_\_\_\_\_ is not the method of Inventory Planning.

- a) Stock keeping unit
- b) Percentage variation

- c) Basic stock
  - d) Week's supply
- ANS: (a) Stock keeping unit

18. An \_\_\_\_\_ is the combination of all products made available in a store and a set of products offered within a product category.

- a) Adjusting
- b) Organizing
- c) Ordering
- d) Assortment

ANS: (d) Assortment

19. \_\_\_\_\_ is the first step in the process of Merchandise Procurement.

- a) Evaluating the sources of supply
- b) Negotiating with the sources of supply
- c) Analyzing vendor performance
- d) Identifying the sources of supply

ANS: (d) Identifying the sources of supply

20. When a retailer provides merchandise or knowingly adopts a merchandise strategy, which will serve the needs of a specific target audience in keeping with the lifestyles they lead, it is termed as \_\_\_\_\_ merchandising.

- a) Lifestyle
- b) Cost
- c) Product
- d) Category

ANS: (a) Lifestyle

21. \_\_\_\_\_ is a pricing strategy in which a retailer sets a relatively high price for a product or service at first, and then lowers the price over time.

- a) Penetration pricing
- b) Price skimming
- c) Leader pricing
- d) Every-day low pricing

ANS: (b) Price skimming

## UNIT 4

1. \_\_\_\_\_ layout is the simplest type of store layout in which fixtures and merchandise are grouped into free-flowing patterns on the sales floor.

- a) Grid
- b) Free Flow
- c) Spine
- d) Loop

ANS: (b) Free Flow

2. In a retail store, \_\_\_\_\_ inform the customers about the products, offers and price.

- a) Managers
- b) Fixtures
- c) Mannequins
- d) Signage

ANS: (d) Signage

3. \_\_\_\_\_ refers to the goods or merchandise kept on the premises of a store available for sale or distribution.

- a) Space
- b) Stock
- c) Standard
- d) System

ANS: (b) Stock

4. A \_\_\_\_\_ store is located without any competitor store around it.

- a) Part of a business district
- b) Freestanding
- c) Shopping centre
- d) Hypermarket

ANS: (b) Freestanding

5. Business \_\_\_\_\_ reflects the philosophy of business and the aim is to determine the purpose of the company.

- a) Values
- b) Philosophy
- c) Ethics
- d) Culture

ANS: (c) Ethics

6. \_\_\_\_\_ is the entry-level post of retail business.

- a) Retail manager
- b) Retail buyer

- c) Customer sales associate
  - d) Store manager
- ANS: (c) Customer sales associate

7. A \_\_\_\_\_ display exhibits heavier, bulkier items than racks hold.
- a) Open
  - b) Closed
  - c) Ensemble
  - d) Case
- ANS: (d) Case

8. \_\_\_\_\_ refers to the design on an environment through visual communication, lights, colour, scent, etc.
- a) Theme
  - b) Visual merchandising
  - c) Planogram
  - d) Atmospheric
- ANS: (b) Visual Merchandising

9. \_\_\_\_\_ are the set of guidelines set by the retailer in terms of service within the retail store environment.
- a) Stock
  - b) Space
  - c) Staff
  - d) Standards
- ANS: (d) Standards

10. \_\_\_\_\_ is not the element of Exterior store design
- a) Windows
  - b) Entrances
  - c) Fixtures
  - d) Shop Front
- ANS: (c) Fixtures

11. \_\_\_\_\_ is not the element of Interior store design
- a) Store Marquee
  - b) Space Planning
  - c) Graphics
  - d) Floorings and Ceilings
- ANS: (a) Store Marquee

12. \_\_\_\_\_ is not a part of Layout
- a) Grid
  - b) Racetrack

- c) Free form
  - d) Store
- ANS: (d) Store

13. The Racetrack layout is also called the \_\_\_\_\_ layout

- a) Simple
- b) Loop
- c) Visible
- d) Unplanned

ANS: (b) Loop

14. \_\_\_\_\_ is used to identify the location of merchandise categories within a store and the types of products offered in the category.

- a) Graphics
- b) Layout
- c) Signage
- d) Planning

ANS: (c) Signage

15. \_\_\_\_\_ Signage includes signs whose visual content is delivered digitally through a centrally managed and controlled network, distributed to servers in stores, and displayed on a flat-panel screen.

- a) Point-of-sale
- b) Digital
- c) Category
- d) Promotional

ANS: (b) Digital

16. \_\_\_\_\_ are displays located at the end of an aisle in stores using a grid layout.

- a) End caps
- b) Freestanding displays
- c) Promotional aisle
- d) Walls

ANS: (a) End Caps

17. \_\_\_\_\_, also known as point-of-purchase (POP) counters or checkout areas, are places in the store where customers can purchase merchandise.

- a) Cash wraps
- b) Dressing rooms
- c) Promotional aisle
- d) Freestanding displays

AND: (a) Cash wraps

18. \_\_\_\_\_ refers to the division of mall space into various zones for the placement of various retailers.

- a) Offerings
- b) Promotions
- c) Marketing
- d) Zoning

ANS: (d) Zoning

19. \_\_\_\_\_ Management basically includes managing foot traffic into the mall and parking areas.

- a) Finance
- b) Traffic
- c) Facility
- d) Infrastructure

ANS: (b) Traffic

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