

Online Examinations (Even Sem/Part-I/Part-II Examinations 2020 - 2021)

Course Name - --Retail Management

Course Code - BBA604M

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Answer all the questions. Each question carry one mark.

9. 1. Flipkart sells books, computers, mobile phones etc. on the internet. It is an example of which type of e-market.

Mark only one oval.

- B2B
- B2C
- C2C
- D2D

10. 2. An _____ includes the extra elements in a value chain that differentiate one retailer from another.

Mark only one oval.

- potential retail strategy
- expected retail strategy
- augmented retail strategy
- core retail strategy

11. 3. _____ includes all the activities involved in selling products or services directly to final consumers for their personal, non-business use

Mark only one oval.

- Brokering
- Franchising
- Retailing
- Wholesaling

12. 4. A _____ is any name, term, or sign that identifies a product or group of products as being produced or supplied by a particular firm.

Mark only one oval.

- Merchandize
- Product
- Brand
- Service

13. 5. _____ buy mostly from producers and sell mostly to retailers and industrial consumers

Mark only one oval.

- Factory outlets
- Discount stores
- Wholesalers
- Mega retailers

14. 6. _____ is the basis of all discount operations and is typically used by sellers of convenience goods. Retailers offering this level of service require customers to perform their own "locate-compare-select" process in order to save money.

Mark only one oval.

- Specialty-service
- Wholesale
- Self-service
- Limited-service

15. 7. Big retail chains across the country such as Shoppers Stop, Westside, and Pantaloons etc. leave no stone unturned to woo consumers during the festive season. It is normal for retail chains to offer attractive freebies and discounts during the festive season. This is an example of

Mark only one oval.

- Advertising
- Personal Selling
- Sales Promotions
- Publicity

16. 8. _____ may include in-store demonstrations, displays, contests, and visiting celebrities.

Mark only one oval.

- Broker promotions
- Agent promotions
- Sales promotions
- Franchises

17. 9. _____ carry narrow product lines with deep assortments within those lines.

Mark only one oval.

- Convenience stores
- Discount stores
- Specialty stores
- Chain stores

18. 10. An independent retailer using a central buying organization and joint promotion efforts is known as a _____.

Mark only one oval.

- Corporate chain store
- Voluntary chain
- Retailer cooperative
- Merchandise conglomerate

19. 11. The retailer must decide on product-assortment breadth and _____.

Mark only one oval.

- Store location
- Layout
- Depth
- Prices

20. 12. The word “retail” has been derived from which word?

Mark only one oval.

- Latine
- Greek
- French
- Persian

21. 13. In the distribution channel ... has the direct touch with consumers

Mark only one oval.

- producer
- wholesaler
- retailers
- agent

22. 14. There is no shop assistants in a

Mark only one oval.

- Multiple shop
- Departmental store
- Super bazaar
- Second shop

23. 15. An especially large specialty store is also known as

Mark only one oval.

- super market
- hyper market
- category killer
- discount store

24. 16. Which of the following statement about retail marketing is true

Mark only one oval.

- Sells products to other businesses
- Sells products to a company that resells them
- Sells products to final consumers
- Sells products for one's own use

25. 17. Mail order retailing is the same as:

Mark only one oval.

- Direct selling
- In home retailing
- Catalog retailing
- E-tailing

26. 18. Person to person interaction between a retailer and a prospective customer is:

Mark only one oval.

- Direct marketing
- Automatic selling
- Direct selling
- Buying service

27. 19. A retail firm owned by its customers in which members contribute money to open their own store, vote on its policies, elect a group to manage it, and receive dividends is called a

Mark only one oval.

- Corporate chain store
- Merchandising conglomerate
- Consumer cooperative
- Voluntary chain

28. 20. Which of the following is the major reason, consumers give for shopping online?

Mark only one oval.

- Preferred product delivered
- Unique merchandise
- Convenience
- Price

29. 21. _____ includes all of the activities involved in selling goods or services to those who buy for resale or business use.

Mark only one oval.

- Retailing
- Bartering
- Wholesaling
- Purchasing

30. 22. _____ is a manufacturer-owned store selling closeouts; discontinued merchandise; irregulars; canceled orders; and, sometimes, in-season, first-quality merchandise

Mark only one oval.

- variety store
- convenience store
- factory outlet
- super market

31. 23. Which of the following kinds of paid promotion is most likely to be used to promote the entire company

Mark only one oval.

- Publicity
- Sales promotion
- Advertising
- Personal selling

32. 24. An attempt to gain benefit through face-to-face or telephone contact between the seller's representative and those people with whom the seller wants to communicate is known as

Mark only one oval.

- sales promotion
- personal selling
- advertising
- Publicity

33. 25. _____ occurs when the value and customer service provided through a retailing experience meet or exceed consumer expectations.

Mark only one oval.

- Customer retention
- Customer value
- Customer satisfaction
- Customer loyalty

34. 26. Shopping malls, super markets and hypermarkets come under which type of marketing?

Mark only one oval.

- Wholesale
- Retail
- Direct marketing
- Agent service

35. 27. The oldest and most heavily trafficked city area is called

Mark only one oval.

- Regional shopping center
- Prime location
- Urban district
- Central business district

36. 28. A systematic procedure for analyzing the performance of a retailer is called:

Mark only one oval.

- control
- feedback
- retail audit
- strategic planning

37. 29. Which of the following is a recommended strategy for retailers when consumers select the outlet first and the brand second?

Mark only one oval.

- Brand image management
- Brand availability advertising
- Appropriate pricing
- Price special on brands

38. 30. The retailer is usually in an excellent position to

Mark only one oval.

- Make the most profits in the channel
- Be the channel leader
- Co-ordinate the production strategy
- Gain feedback from consumers

39. 31. In which of the following retailers are salespeople ready to assist in every phase of the locate-compare-select process?

Mark only one oval.

- self-service
- self-selection
- full service
- limited service

40. 32. Retailers such as Benetton, The Body Shop, and Marks and Spencer carry mostly own brand merchandise. These are called ____ brands

Mark only one oval.

- Creative label
- House
- Private label
- Retail label

41. 33. Co-branding works best when two brands are

Mark only one oval.

- In the same industry segment
- Owned by the same parent company
- Complementary and more or less equal in stature.
- Fierce competitors

42. 34. A retail firm owned by its customer members is called

Mark only one oval.

- Franchisee
- Wholesale Retailer
- Jobber
- Consumer cooperative

43. 35. Aiming at two or more distinct consumer groups, with different retailing approaches for each group is known as

Mark only one oval.

- mass marketing
- concentrated marketing
- differentiated marketing
- None of these

44. 36. A type of retail location where two or more stores situate together (or in close proximity) in such a way that the total arrangement or mix of stores is not due to prior long-range planning

Mark only one oval.

- central business district
- trade business district
- unplanned business district
- planned business district

45. 37. _____ is the hub of retailing in a city. It is synonymous with the term downtown. It exists where there is the greatest density of office buildings and stores.

Mark only one oval.

- planned business district
- trade business district
- central business district
- unplanned business district

46. 38. The minimum value chain elements a given customer segment (e.g., young women) expects from a type of retailer (e.g., a mid-priced apparel retailer) is known as

Mark only one oval.

- augmented retail strategy
- expected retail strategy
- potential retail strategy
- None of these

47. 39. Which of the following reward a retailer's best customers, those with whom it wants long- lasting relationships?

Mark only one oval.

- consumer benefits program
- consumer service program
- consumer loyalty programs
- consumer delivery program

48. 40. A _____ consists of all the levels of independently owned businesses along a channel of distribution.

Mark only one oval.

- horizontal marketing system
- integrated retail system
- vertical marketing system
- None of these

49. 41. A _____ is an unplanned shopping area comprising a group of retail stores, often with similar or compatible product lines, located along a street or highway

Mark only one oval.

- central business district
- trade business district
- planned business district
- String

50. 42. Those aspects of business that a retailer can directly affect, such as store hours and merchandise lines carried are referred to as:

Mark only one oval.

- lifestyle measures
- demographic statistics
- controllable variables
- uncontrollable variables

51. 43. For which of the following markets would producers use a short channel of distribution

Mark only one oval.

- Baby boomers
- Generation X
- Local consumers
- Senior citizens

52. 44. When deciding if the business should use a point-of-purchase display, a primary consideration is the

Mark only one oval.

- Economic changes
- Competitors' activities
- Type of merchandise to be sold
- Number of salespeople on hand

53. 45. Retailers often stock generic brands because they want to appeal to _____ customers

Mark only one oval.

- Quality-conscious
- High-income
- Price-oriented
- Status-oriented

54. 46. Stock of items that need to be available to salespeople quickly would most often be kept in

Mark only one oval.

- A warehouse
- Forward stock
- Reserve stock
- A distribution center

55. 47. In _____, a retailer sells to consumers through multiple retail formats (points of contact).

Mark only one oval.

- online retailing
- stereo channel retailing
- multi-channel retailing
- wholesale retailing

56. 48. In _____, suppliers sell through as many retailers as possible.

Mark only one oval.

- exclusive distribution
- selective distribution
- intensive distribution
- inclusive distribution

57. 49. Often consumers make many unplanned purchases. This unplanned purchase is known as

Mark only one oval.

- Discount purchase
- Bulk purchase
- Impulse purchase
- Sudden purchase

58. 50. The concept of value chain was introduced by

Mark only one oval.

- Michael Porter
- Gary Hamel
- C K Prahalad
- Theodore Levitt

59. 51. Following are the unique characteristics of service retailing EXCEPT

Mark only one oval.

- Intangibility
- Perishability
- Variability
- Shape

60. 52. Selling goods and services to a broad spectrum of consumers is known as

Mark only one oval.

- concentrated marketing
- mass marketing
- differentiated marketing
- None of these

61. 53. _____ is the selection within the product lines stocked.

Mark only one oval.

- width of assortment
- depth of assortment
- line of assortment
- None of these

62. 54. _____ handles an assortment of inexpensive and popularly priced goods and services, such as apparel and accessories, costume jewelry, notions and small wares, candy, toys, and other items in the price range.

Mark only one oval.

- super market
- convenience store
- variety store
- factory outlet

63. 55. Which statement is not a benefit of formulating a retail strategy?

Mark only one oval.

- A retailer is forced to study the legal, economic, and competitive market
- A retailer is shown how it can differentiate itself from competitors
- Sales maximization is stressed.
- Crises are anticipated and often avoided.

64. 56. In which wholesaler's channel function might wholesalers provide quicker delivery to buyers because they are closer than the producers?

Mark only one oval.

- financing
- buying and assortment building
- transportation
- risk bearing

65. 57. _____ is the selection of merchandise a retailer carries.

Mark only one oval.

- Stock
- Retail
- Assortment
- Inventory

66. 58. _____ contain names designated by wholesalers or retailers, are more profitable to retailers, are better controlled by retailers, are not sold by competing retailers, are less expensive for consumers, and lead to customer loyalty to retailers.

Mark only one oval.

- global brand
- store brand
- distributor brand
- local brand

67. 59. Consumers who seek retailers with a strong selection in the product categories being considered and want fair prices are known as

Mark only one oval.

- Assortment-oriented consumers
- Status-oriented consumers
- Economic consumers
- Personalizing consumers

68. 60. When a retailer adds goods and services that may be unrelated to each other and to the firm's original business, it is known as

Mark only one oval.

- differentiated marketing
- unrelated product assortment
- scrambled merchandising
- mass merchandising

69. 61. _____, or manufacturers' representatives, represent a buyer or seller on a more permanent basis.

Mark only one oval.

- Agents
- Retailers
- Brokers
- Intermediaries

70. 62. The market where many retail vendors sell a range of products at discount prices in plain surroundings is known as

Mark only one oval.

- super market
- flea market
- hyper market
- grey market

71. 63. If small percentage changes in price lead to substantial percentage changes in the number of units bought, demand is_____.

Mark only one oval.

- price inelastic
- price elastic
- price sensitive
- None of these

72. 64. _____ occurs when percentage changes in price are directly offset by percentage changes in quantity.

Mark only one oval.

- price sensitivity
- price inelasticity
- Unitary elasticity
- None of these

73. 65. Consumers who perceive competing retailers as quite different and are more interested in upscale retailers with prestige brands and strong customer service than in price are known as

Mark only one oval.

- Economic consumers
- Personalizing consumers
- Assortment-oriented consumers
- Status-oriented consumers

74. 66. Sometimes consumers shop because they must, want nearby stores with long hours, and may use catalogs or the Web. These people will pay higher prices for convenience. They are known as

Mark only one oval.

- Personalizing consumers
- Status-oriented consumers
- Assortment-oriented consumers
- Convenience-oriented consumers

75. 67. Sometimes large retailers seek to reduce competition by selling goods and services at very low prices. This is known as

Mark only one oval.

- market skimming pricing
- item price removal
- penetration pricing
- predatory pricing

76. 68. In _____, a retailer sets prices based on consumer desires. It determines the range of prices acceptable to the target market.

Mark only one oval.

- demand-oriented pricing
- cost-oriented pricing
- competition-oriented pricing
- prestige pricing

77. 69. In _____, retailer sets a price floor, the minimum price acceptable to the firm so it can reach a specified profit goal.

Mark only one oval.

- cost-oriented pricing
- demand-oriented pricing
- competition-oriented pricing
- prestige pricing

78. 70. In _____, a retailer sets its prices in accordance with competitors.

Mark only one oval.

- demand-oriented pricing
- cost-oriented pricing
- prestige pricing
- competition-oriented pricing

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