



BRAINWARE UNIVERSITY

ODD Semester Examinations 2021- 22

Programme – Master of Business Administration - 2020 [MBA]

Course Name – Retail Management

Course Code – MM302

(Semester III)

Time allotted : 1 Hour 15 Minutes

Full Marks : 60

(Multiple choice type question)

60 x 1 = 60

Choose the correct alternative from the following

- (I) _____ is an unplanned shopping area that appeals to the convenience shopping and service needs of a single residential area.
- A) central business district
B) trade business district
C) planned business district
D) neighborhood business district
- (II) A _____ fee is the charge many supermarkets impose for accepting a new brand to cover the cost of listing and stocking it.
- A) Inventory
B) Slotting
C) Initiation
D) Stocking
- (III) _____ buy mostly from producers and sell mostly to retailers and industrial consumers.
- A) Factory outlets
B) Discount stores
C) Wholesalers
D) Megaretailers
- (IV) Which statement is not a benefit of formulating a retail strategy?
- A) A retailer is forced to study the legal, economic, and competitive market
B) A retailer is shown how it can differentiate itself from competitors
C) Sales maximization is stressed.
D) Crises are anticipated and often avoided.
- (V) In retailers' overall strategy, following are the uncontrollable variables EXCEPT _____.
- A) Consumers
B) Competition
C) Technology
D) Managing a business
- (VI) A _____ is a group of retail businesses planned, developed, owned, and managed as a unit.
- A) shopping center
B) merchant wholesaler
C) hypermarket
D) supermarket
- (VII) _____ carry narrow product lines with deep assortments within those lines.
- A) Convenience stores
B) Discount stores
C) Chain stores
D) Specialty stores
- (VIII) All of the following are types of non store retailing, except
- A) Catalog retailing
B) Vending Machines
C) Chain store
D) Direct Mail
- (IX) Which is not considered one of the elements of "managing a business" in a retail strategy?
- A) the retail organization
B) human resource management
C) operations management
D) merchandise management and pricing
- (X) A retailer's _____ is the key to its ability to attract customers.
- A) Location
B) Pricing system
C) Promotion system
D) Store personnel
- (XI) Major retailer types include the following EXCEPT _____.
- A) Specialty store
B) Discount store
C) Catalogue showroom
D) The internet

(XII) Retailers such as Benetton, The Body Shop, and Marks and Spencer carry mostly own brand merchandise. These are called _____ brands

- A) Creative label
- B) Private label
- C) House
- D) Retail label

(XIII) Merchandising and display are an important part of the marketing plan and should have a reasonable budget allocated, even for a retailer operating on a _____.

- A) Corner
- B) Dime
- C) Limit
- D) Shoestring

(XIV) _____ 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.

- A) store brand
- B) global brand
- C) distributor brand
- D) local brand

(XV) when a retailer carries complementary goods and services so that shoppers are encouraged to buy more

- A) Cross-Training
- B) Cross-Marketing
- C) Cross-Shopping
- D) Cross-Merchandising

(XVI) A _____ consists of all the levels of independently owned businesses along a channel of distribution.

- A) horizontal marketing system
- B) vertical marketing system
- C) integrated retail system
- D) none of these

(XVII) _____ is the selection within the product lines stocked.

- A) width of assortment
- B) depth of assortment
- C) line of assortment
- D) none of these

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

- A) B2B
- B) B2C
- C) C2C
- D) None of the these

(XIX) E-retailing refers to

- A) Sales of electronic items
- B) Catalogue shopping
- C) Computerized store
- D) Retailing and shopping through internet

(XX) Giant retailers called _____ concentrate on one product category such as toys or home improvement

- A) Category killers
- B) Variety stores
- C) Supercentres
- D) Box stores

(XXI) Which of the following is not one of the four major decisions that must be made with regard to market logistics?

- A) How should orders be handled?
- B) Where should stock be located?
- C) How much stock should be held?
- D) How should stock be financed?

(XXII) In which of the following retailers are salespeople ready to assist in every phase of the locate-compare-select process?

- A) self-service
- B) self-selection
- C) limited service
- D) full service

(XXIII) In which wholesaler's channel function might wholesalers provide quicker delivery to buyers because they are closer than the producers?

- A) financing
- B) transportation
- C) buying and assortment building
- D) risk bearing

(XXIV) Any source of products or services for consumers is referred to as a _____.

- A) Retail outlet
- B) Contact point
- C) Distribution outlet
- D) Channel outlet

(XXV) When retailers identify customer segments and develop unique strategies to meet the desires of these segments, they are using:

- A) mass merchandising
- B) niche retailing
- C) bifurcated retailing
- D) middle market retailing

(XXVI) Under _____ a retailer alters its prices to coincide with fluctuations in costs or consumer demand.

- A) variable pricing
- B) markup pricing
- C) penetration pricing
- D) market skimming pricing

- (XXVII) The most important retail marketing decision a retailer has to make is to _____.
 A) Identify its target market
 B) Choose the right service response it wants to support
 C) Select the service mix
 D) Develop a nice store atmosphere
- (XXVIII) Consumers who browse and/or purchase in more than one channel are known as _____.
 A) cosmopolitan
 B) Multi-channel shoppers
 C) multi-taskers
 D) Market mavens
- (XXIX) The oldest and most heavily trafficked city area is called
 A) Regional shopping center
 B) Prime location
 C) Urban district
 D) Central business district
- (XXX) _____ includes all of the activities involved in selling goods or services to those who buy for resale or business use.
 A) Retailing
 B) Wholesaling
 C) Bartering
 D) Purchasing
- (XXXI) Following are the unique aspects of service retailing that influence relationship building and customer retention EXCEPT >>
 A) intangibility
 B) inseparability
 C) perishability
 D) trialability
- (XXXII) E-marketing makes use of _____ of customers and prospects and creates constant flow of information between customers (fill in the blank)
 A) Websites
 B) emails
 C) database
 D) user information
- (XXXIII) Mail-order, television, phone, and online shopping are all examples of _____.
 A) nonstore retailing
 B) full-service retailing
 C) off-price retailing
 D) wholesaling
- (XXXIV) _____ is a self-service food store with grocery, meat, and produce departments and with a minimum annual sales volume.
 A) super market
 B) factory outlet
 C) departmental store
 D) convenience store
- (XXXV) In _____ a retailer combines several items in one basic price.
 A) Bundled pricing
 B) Leader pricing
 C) Unbundled pricing
 D) Flexible pricing
- (XXXVI) Consumers who seek retailers with a strong selection in the product categories being considered and want fair prices are known as
 A) Economic consumers
 B) Status-oriented consumers
 C) Assortment-oriented consumers
 D) Personalizing consumers
- (XXXVII) _____ refers to the variety in any one goods/service category (product line) a retailer carries.
 A) Length of assortment
 B) Depth of assortment
 C) Width of assortment
 D) None of these
- (XXXVIII) Retailer is a person who sells the goods in _____.
 A) Large quantities
 B) Small quantities
 C) Both Large quantities and Small quantities
 D) None of these
- (XXXIX) In _____, a retailer sets its prices in accordance with competitors.....
 A) demand-oriented pricing
 B) cost-oriented pricing
 C) competition-oriented pricing.
 D) prestige pricing
- (XL) In _____, a retailer sells to consumers through multiple retail formats (points of contact).
 A) multi-channel retailing
 B) stereo channel retailing
 C) online retailing
 D) wholesale retailing
- (XLI) _____ is a manufacturer-owned store selling closeouts; discontinued merchandise; irregulars; canceled orders; and, sometimes, in-season, first-quality merchandise
 A) variety store
 B) convenience store
 C) super market
 D) factory outlet
- (XLII) Which of the following types of wholesalers sell primarily to manufacturers rather than to retailers?

- A) cash-and-carry wholesalers
C) industrial distributors
- B) wholesale merchants
D) rack jobbers
- (XLIII) Those aspects of business that a retailer can directly affect, such as store hours and merchandise lines carried are referred to as:
A) controllable variables
C) lifestyle measures
- B) demographic statistics
D) uncontrollable variables
- (XLIV) Co-branding works best when two brands are
A) In the same industry segment
C) Owned by the same parent company
- B) Complementary and more or less equal in stature.
D) Fierce competitors
- (XLV) _____ are the largest group of wholesalers. The group can be divided into the two broad types of full-service and limited-service.
A) Specialty wholesalers
C) Agents
- B) Merchant wholesalers
D) Brokers
- (XLVI) During each stage in the development of a retail strategy, retail managers should
A) consider only controllable variables
C) look for both positive and negative feedback
- B) refrain from "fine tuning" the strategy
D) consider no problems with the government to be a form of negative feedback
- (XLVII) Projections of expected retail sales for given periods is called as
A) forecasts
C) inventory
- B) warehousing
D) stock
- (XLVIII) A concept in retailing that helps explain the emergence of new retailers is called the _____ hypothesis
A) Retail life cycle
C) Service-assortment
- B) Wheel-of-retailing
D) Product life cycle
- (XLIX) _____ occurs when percentage changes in price are directly offset by percentage changes in quantity.
A) Unitary elasticity
C) price sensitivity
- B) price inelasticity
D) none of these
- (L) _____ 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.
A) central business district
C) planned business district
- B) trade business district
D) unplanned business district
- (LI) Which of the following is the major reason, consumers give for shopping online.?
A) Want product delivered
C) Price
- B) Unique merchandise
D) Convenience
- (LII) Consumers can compare the quality level of similar products if the products' producers use which of the following processes:
A) Grading
C) Concept testing
- B) Labeling
D) Combination branding
- (LIII) Stock of items that need to be available to salespeople quickly would most often be kept in
A) Forward stock
C) Reserve stock.
- B) A warehouse
D) A distribution center
- (LIV) Often consumers make many unplanned purchases. This unplanned purchase is known as
A) Discount purchase
C) Impulse purchase
- B) Bulk purchase
D) Sudden purchase
- (LV) 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
A) sales promotion
C) advertising
- B) personal selling
D) Publicity
- (LVI) Mail order retailing is the same as:
A) Direct selling
C) E-tailing
- B) In home retailing
D) Catalog retailing
- (LVII) An especially large specialty store is also known as

- A) category killer
- C) super market

- B) hyper market
- D) discount store

(LVIII) _____ is the number of different product lines carried by a retailer.

- A) width of assortment
- C) line of assortment

- B) depth of assortment
- D) none of these

(LIX) An example of the use of product demonstration is

- A) Handing out sale brochures.
- C) Measuring the height of a customer

- B) Presenting a feature-benefit chart
- D) Preparing popcorn in a microwave oven.

(LX) Recent trends in retailing include which of the following?

- A) Reduction in the level of global competition
- C) Growth of the “smaller” boutique-type stores

- B) Decline in the ‘shop at home’ market
- D) Competition between store-based and non-store-based retailing