



## BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Bachelor of Business Administration

Course Name – Retail Management

Course Code - BBAD502M

( Semester V )

Time : 1 Hr.15 Min.

Full Marks : 60

[The figure in the margin indicates full marks.]

### Group-A

(Multiple Choice Type Question)

1 x 60=60

Choose the correct alternative from the following :

- (1) 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) D2D
- (2) An \_\_\_\_\_ includes the extra elements in a value chain that differentiate one retailer from another.  
a) augmented retail strategy  
b) expected retail strategy  
c) potential retail strategy  
d) core retail strategy
- (3) \_\_\_\_\_ 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
- (4) When a retailer sells to consumers only through one retail format is known as  
a) ideal retailing  
b) direct marketing  
c) single-channel retailing  
d) internal retailing
- (5) \_\_\_\_\_ buy mostly from producers and sell mostly to retailers and industrial consumers  
a) Factory outlets  
b) Discount stores  
c) Wholesalers  
d) Mega retailers
- (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.  
a) Self-service  
b) Wholesale  
c) Specialty-service  
d) Limited-service

- (7) McDonald's, Subway, and Pizza Hut are all examples of a \_\_\_\_\_.
- a) power center  
b) full-service retailer  
c) franchise  
d) voluntary chain
- (8) Big retail chains across the country such as Shoppers Stop, Westside, and Pantaloons et c. 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
- a) Advertising  
b) Sales Promotions  
c) Personal Selling  
d) Publicity
- (9) Major retailer types include the following EXCEPT \_\_\_\_\_.
- a) Specialty store  
b) Departmental store  
c) Discount store  
d) The internet
- (10) Which type of retail store is most similar to a hypermarket?
- a) department store  
b) supermarkets  
c) supercenter  
d) convenience store
- (11) An independent retailer using a central buying organization and joint promotion efforts is known as a \_\_\_\_\_.
- a) Corporate chain store  
b) Voluntary chain  
c) Retailer cooperative  
d) Merchandise conglomerate
- (12) Recent trends in retailing include which of the following?
- a) Reduction in the level of global competition  
b) Decline in the 'shop at home' market  
c) Growth of the "smaller" boutique-type stores  
d) Competition between store-based and non-store-based retailing
- (13) The first step to retail category management is to \_\_\_\_\_, which means deciding where to draw the line between product categories.
- a) Set goals  
b) Choose the audience  
c) Figure out tactics  
d) Define the category
- (14) The word "retail" has been derived from which word?
- a) Latine  
b) French  
c) Greek  
d) Persian
- (15) Who is the last link in the chain connecting the producer and customer?
- a) wholesaler  
b) agent  
c) retailer  
d) distributor
- (16) No middle men is involved in –
- a) Wholesale trade  
b) Retail trade  
c) Direct marketing  
d) Indirect marketing
- (17) Which of the following statement about retail marketing is true
- a) Sells products to other businesses  
b) Sells products to final consumers  
c) Sells products to a company that resells them  
d) Sells products for one's own use
- (18) E-retailing refers to
- a) Sales of electronic items  
b) Catalogue shopping  
c) Computerized store  
d) Retailing and shopping through internet
- (19) Mail order retailing is the same as:
- a) Direct selling  
b) In home retailing  
c) E-tailing  
d) Catalog retailing



- (20) Independent retailers who use a central buying organization and joint promotional efforts are called a
- a) Merchandising conglomerate
  - b) Corporate chain store
  - c) Retailer cooperative
  - d) Voluntary chain
- (21) 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
- a) Corporate chain store
  - b) Merchandising conglomerate
  - c) Voluntary chain
  - d) Consumer cooperative
- (22) A retailer's commitment to a type of business and to a distinctive role in the marketplace is its
- a) Objectives
  - b) Organizational mission
  - c) Retailing concept
  - d) Image
- (23) \_\_\_\_\_ is a specific type of retail analytics that focuses on examining the composition of the basket, or bundle, of products purchased by a household during a single shopping occasion.
- a) Market basket analysis
  - b) Marketing analytics
  - c) Retail audit
  - d) Merchandising
- (24) Retailing is a marketing function which ----
- a) sells products to other business
  - b) sells products to final consumers
  - c) sells products to a company that resells them
  - d) sells products for one's own use
- (25) \_\_\_\_\_ 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
- (26) Consumers shopping for pleasure, try to satisfy their \_\_\_\_\_ needs their needs for or entertaining, emotional, and recreational experiences.
- a) overall
  - b) emergency
  - c) utilitarian
  - d) hedonic
- (27) Which of the following kinds of paid promotion is most likely to be used to promote the entire company
- a) Publicity
  - b) Advertising
  - c) Sales promotion
  - d) Personal selling
- (28) 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
  - b) personal selling
  - c) advertising
  - d) Publicity
- (29) \_\_\_\_\_ is based on the customer's perceived benefits received versus the price paid.
- a) Customer value
  - b) satisfaction
  - c) customer experience
  - d) feedback
- (30) \_\_\_\_\_ occurs when the value and customer service provided through a retailing experience meet or exceed consumer expectations.
- a) Customer retention
  - b) Customer value
  - c) Customer satisfaction
  - d) Customer loyalty
- (31) \_\_\_\_\_ is an unplanned shopping area in a city or town that is usually bounded

- by the intersection of two major streets.
- a) central business district  
b) trade business district  
c) The isolated store  
d) secondary business district
- (32) Shopping malls, super markets and hypermarkets come under which type of marketing?
- a) Wholesale  
b) Retail  
c) Direct marketing  
d) Agent service
- (33) A multi channel retailer sells merchandise
- a) Over telephone  
b) Through retail stores  
c) Over internet  
d) Over more than one channel
- (34) The oldest and most heavily trafficked city area is called
- a) Regional shopping center  
b) Prime location  
c) Urban district  
d) Central business district
- (35) 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
- (36) A systematic procedure for analyzing the performance of a retailer is called:
- a) control  
b) feedback  
c) strategic planning  
d) retail audit
- (37) During each stage in the development of a retail strategy, retail managers should
- a) consider only controllable variables  
b) refrain from "fine tuning" the strategy  
c) look for both positive and negative feedback  
d) consider no problems with the government to be a form of negative feedback
- (38) In \_\_\_\_\_ consumers have high degree of involvement with the product or brands
- a) complex buying behavior  
b) variety seeking buying behavior  
c) habitual buying behavior  
d) none of these
- (39) The retailer is usually in an excellent position to
- a) Make the most profits in the channel  
b) Be the channel leader  
c) Gain feedback from consumers  
d) Co-ordinate the production strategy
- (40) Consumers acquiring product through mail, telephone, or computer orders is referred to as \_\_\_\_\_.
- a) Outsourcing  
b) Outlet shopping  
c) Non-traditional shopping  
d) In-home shopping
- (41) 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
- (42) 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
- (43) The total number of members in a channel is called
- a) Channel length  
b) Distribution pattern.  
c) Distribution intensity  
d) Channel width.



- (44) Co-branding works best when two brands are
- a) In the same industry segment
  - b) Complementary and more or less equal in stature.
  - c) Owned by the same parent company
  - d) Fierce competitors
- (45) \_\_\_\_\_ or unplanned purchasing, which is a buying decision made by customers on the spot after seeing the merchandise.
- a) Window shopping
  - b) Outlet shopping
  - c) Impulse buying
  - d) extensive problem solving
- (46) Aiming at two or more distinct consumer groups, with different retailing approaches for each group is known as
- a) mass marketing
  - b) concentrated marketing
  - c) differentiated marketing
  - d) none of these
- (47) Retail technique such as zeroing in on one specific group is known as
- a) mass marketing
  - b) concentrated marketing
  - c) differentiated marketing
  - d) none of these
- (48) 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
- a) The isolated store
  - b) trade business district
  - c) planned business district
  - d) unplanned business district
- (49) \_\_\_\_\_ 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
  - b) trade business district
  - c) planned business district
  - d) neighborhood business district
- (50) Retailing whereby they seek to establish and maintain long-term bonds with customers is known as
- a) relationship retailing
  - b) long-term retailing
  - c) modern retailing
  - d) integrated retailing
- (51) 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
- a) expected retail strategy
  - b) augmented retail strategy
  - c) potential retail strategy
  - d) none of these
- (52) \_\_\_\_\_ includes the extra elements in a value chain that differentiate one retailer from another.
- a) expected retail strategy
  - b) augmented retail strategy
  - c) potential retail strategy
  - d) none of these
- (53) Which of the following reward a retailer's best customers, those with whom it wants long-lasting relationships?
- a) consumer benefits program
  - b) consumer service program
  - c) consumer delivery program
  - d) consumer loyalty programs
- (54) \_\_\_\_\_ 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) secondary business district
  - d) neighborhood business district
- (55) 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

- a) central business district  
 b) trade business district  
 c) asecondary business district  
 d) String
- (56) 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  
 b) demographic statistics  
 c) lifestyle measures  
 d) uncontrollable variables
- (57) For which of the following markets would producers use a short channel of distribution
- a) Baby boomers  
 b) Local consumers  
 c) Generation X  
 d) Senior citizens
- (58) The overall plan guiding a retail firm is know as
- a) Retail plan  
 b) Retail strategy  
 c) Retail mission  
 d) Retail guide
- (59) An example of the use of product demonstration is
- a) Handing out sale brochures  
 b) Presenting a feature-benefit chart  
 c) Measuring the height of a customer.  
 d) Preparing popcorn in a microwave oven.
- (60) Retailers often stock generic brands because they want to appeal to \_\_\_\_\_ customers
- a) Quality-conscious  
 b) High-income  
 c) Status-oriented  
 d) Price-oriented