



BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Bachelor of Optometry

Course Name – Optical Retail Management

Course Code - GEMGM403

(Semester IV)

Time allotted : 1 Hrs.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) _____ means that customers are committed to purchasing merchandise and services from the retailer and will resist the activities of competitors attempting to attract their patronage

a) Customer value	b) Customer loyalty
c) Customer satisfaction	d) Customer communication
- (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) In Kolkata, some management students have shortlisted food joints such as Haldiram's, McDonald's, Pizza Hut, KFC for entertaining friends. Which is the stage of consumer decision making process being reflected in the given example?

a) Need Recognition	b) Information Search
c) Evaluation of Alternatives	d) Purchase Decision
- (6) 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

- a) Advertising(N)
 - b) Sales Promotions(Y)
 - c) Personal Selling(N)
 - d) Publicity(N)
- (7) _____ may include in-store demonstrations, displays, contests, and visiting celebrities
- a) Broker promotions
 - b) Agent promotions
 - c) Franchises
 - d) Sales promotions
- (8) _____ carry narrow product lines with deep assortments within those lines.
- a) Convenience stores
 - b) Discount stores
 - c) Chain stores
 - d) Specialty stores
- (9) 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
- (10) The word "retail" has been derived from which word?
- a) Latin
 - b) French
 - c) Greek
 - d) Persian
- (11) _____ is a business philosophy and set of strategies, programs, and systems that focuses on identifying and building loyalty with a retailer's most valued customers.
- a) Competitive advantage
 - b) Value chain
 - c) Mission
 - d) Customer Relationship Management
- (12) No middle men are involved in –
- a) Wholesale trade
 - b) Retail trade
 - c) Direct marketing
 - d) Indirect marketing
- (13) An unincorporated retail firm owned by one person is called
- a) sole proprietorship
 - b) partnership
 - c) corporation
 - d) franchisee
- (14) E-retailing refers to
- a) Sales of electronic items
 - b) Catalogue shopping
 - c) Computerized store
 - d) Retailing and shopping through internet
- (15) All of the following are types of non-store retailing, except
- a) Catalog retailing
 - b) Vending Machines
 - c) Chain store
 - d) Direct Mail
- (16) 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
- (17) 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
- (18) _____ includes all of the activities involved in selling goods or services to those who buy for resale or business use.

- a) Retailing
c) Bartering
- b) Wholesaling
d) Purchasing
- (19) _____ is a manufacturer-owned store selling closeouts; discontinued merchandise; irregulars; canceled orders; and, sometimes, in-season, first-quality merchandise
- a) variety store
c) super market
- b) convenience store
d) factory outlet
- (20) Manufacturers send last year's merchandise and seconds to _____, while they send new merchandise to department stores.
- a) convenience stores
c) chain stores
- b) factory outlets
d) retailers
- (21) ___ is based on the customer's perceived benefits received versus the price paid.
- a) Customer value
c) customer experience
- b) satisfaction
d) feedback
- (22) _____ occurs when the value and customer service provided through a retailing experience meet or exceed consumer expectations.
- a) Customer retention
c) Customer satisfaction
- b) Customer value
d) Customer loyalty
- (23) _____ 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
c) The isolated store
- b) trade business district
d) secondary business district
- (24) Shopping malls, super markets and hypermarkets come under which type of marketing?
- a) Wholesale
c) Direct marketing
- b) Retail
d) Agent service
- (25) The oldest and most heavily trafficked city area is called
- a) Regional shopping center
c) Urban district
- b) Prime location
d) Central business district
- (26) A systematic procedure for analyzing the performance of a retailer is called:
- a) control
c) strategic planning
- b) feedback
d) retail audit
- (27) In _____ consumers have high degree of involvement with the product or brands
- a) complex buying behavior
c) habitual buying behavior
- b) variety seeking buying behavior
d) none of these
- (28) Marketing segmentation is useful for
- a) Targeting existing customers
c) Knowing customers' tastes
- b) Identifying prospects
d) All of these
- (29) What is the first step in the appraisal process?
- a) giving feedback
c) administering the appraisal tool
- b) defining the job
d) making plans to provide training
- (30) SMART goals are best described as
- a) specific, measurable, attainable, relevant, and timely
- b) straight forward, meaningful, accessible, real, and tested

- c) strategic, moderate, achievable, relevant, and timely
- d) specific, measurable, achievable, relevant, and tested
- (31) 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
- (32) 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
- (33) The total number of members in a channel is called
- a) Channel length
- b) Distribution pattern
- c) Distribution intensity
- d) Channel width
- (34) _____ 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
- (35) 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
- (36) 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
- (37) Mail-order, television, phone, and online shopping are all examples of _____.
- a) non-store retailing
- b) full-service retailing
- c) off-price retailing
- d) wholesaling
- (38) _____ 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
- (39) 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
- (40) _____ 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
- (41) 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
- (42) _____ is an unplanned shopping area that appeals to the convenience shopping and service needs of a single residential area.

- a) central business district
c) secondary business district
- b) trade business district
d) neighborhood business district
- (43) The overall plan guiding a retail firm is known as
a) Retail plan
c) Retail mission
- b) Retail strategy
d) Retail guide
- (44) The customer group sought by a retailer is called
a) mass market
c) niche market
- b) target market
d) choice market
- (45) The full form of GST is
a) Goods and Services Tax
c) Government Service Tax
- b) Goods and Sales Tax
d) Gross Sales Tax
- (46) The face-to-face interaction with prospective buyers for the objective of answering questions, procuring orders and making presentations is _____.
a) Interactive marketing
c) Personal selling
- b) Direct marketing
d) Advertising
- (47) A prospect means:
a) details of a company
c) head of organization
- b) a likely buyer
d) None of these
- (48) Lead generation means
a) Tips for better production
c) Generating leads
- b) Tips for selling tactics
d) Likely sources for prospective clients
- (49) A marketing survey is required for
a) Deciding marketing strategies
c) Deciding pricing strategies
- b) Deciding product strategies
d) All of these
- (50) Which is not a strategic role of sales management?
a) Tracking
c) Delivery
- b) Reporting
d) Optimizes distribution
- (51) The sequence of a sales process is
a) Lead generation, call, presentation & sale
c) Presentation, Lead generation, Sale & Call
- b) Sale, presentation, Lead generation & call
d) Lead generation, Call, Sale & Presentation
- (52) 'Customization' means:
a) Tailor-made products for each customer
c) Tailor-made products for each staff
- b) Customers selling goods
d) A selling process
- (53) Cross-selling means
a) Selling with a cross face
c) Selling to friends
- b) Cross country marketing
d) Selling other products to existing customers
- (54) The principle of advertisement is to create
a) Motivation among the employees
c) Supply of goods
- b) Demand for goods
d) Investment
- (55) "Produce the best quality product" this concept is known as
a) Product Concept
c) Selling Concept
- b) Production Concept
d) Marketing Concept

- (56) Good marketing is no accident, but a result of careful planning and _____
- a) execution
 - b) selling
 - c) strategies
 - d) research
- (57) The process by which a company creates a distinct image and identify for its products, services, or brands in consumers' mind is known as
- a) Targeting
 - b) Positioning
 - c) Segmentation
 - d) Perceptual mapping
- (58) In marketing, lifestyles are named as _____, which include consumers' activities, interest, and opinions.
- a) Geographical
 - b) Psychographics
 - c) Demographics
 - d) Geodemographics
- (59) If actual performance exceeds the expected performance of the product, then customer is _____
- a) Satisfied
 - b) Dissatisfied
 - c) Delighted
 - d) Neutral
- (60) Mr. Lopez buys goods and services for use in the production of products that are sold and supplied to others. Mr. Lopez is involved in _____.
- a) consumer buying behavior
 - b) post-purchase dissonance
 - c) retail buyer behavior
 - d) Industry buyer behavior