

UNIVERSITY OF CALICUT

SCHOOL OF DISTANCE EDUCATION

(2011 Admn. onwards)

VI Semester

B.B.A (MARKETING) - SPECIALISATION

RETAIL MANAGEMENT

QUESTION BANK & ANSWER KEY

Choose the correct Answer from the bracket.

1. The word “retail” has been derived from which word?
 - a. Latine
 - b. French
 - c. Greek
 - d. Persian
2. Who is the last link in the chain connecting the producer and customer ?
 - a. wholesaler
 - b. agent
 - c. retailer
 - d. storekeeper
3. Internet marketing and telemarketing are the recent trends in business
 - a. retail
 - b. wholesale
 - c. conventional
 - d. manufacturing
4. In the distribution channel ... has the direct touch with consumers.
 - a. producer
 - b .wholesaler
 - c. agent
 - d .retailers
- 5.MRP stands for.
 - a. minimum retail price
 - b. maximum retail price
 - c. minimum rate of profit
 - d .maximum rate of profit
6. Multiple shops are also known as –
 - a. self service stores
 - b. chain stores
 - c. shopping by post
 - d. departmental stores

7. Door to door selling is carried out by
- a. hawkers and peddlers
 - b. cheap jacks
 - c. second shop
 - d. retailers
8. There is no shop assistants in a
- a. super bazaar
 - b. departmental store
 - c. multiple shop
 - d. second shop
9. No middle men is involved in –
- a. wholesale trade
 - b. retail trade
 - c. direct marketing
 - d. indirect marketing
10. Shopping malls, super markets and hypermarkets come under which type of marketing?
- a. wholesale
 - b. retail
 - c. direct marketing
 - d. agent service
11. Which of the following statement about retail marketing is true
- a. sells products to other businesses
 - b. sells products to a company that resells them
 - c. sells products to final consumers
 - d. sells products for one's own use
12. A multi channel retailer sells merchandise
- a. over telephone
 - b. through retail stores
 - c. over internet
 - d. over more than one channel;
13. E-retailing refers to
- a. sales of electronic items
 - b. catalog shopping
 - c. computerized store
 - d. retailing and shopping through internet
14. What is the full form of VAT?
- a. value added tax
 - b. very important additional tax
 - c. value additional tax
 - d. value added theory
15. Mail order retailing is the same as:
- a. Direct selling
 - b. In Home retailing
 - c. E-tailing
 - d. Catalog retailing
16. All of the following are types of non store retailing, except
- a. Catalog retailing
 - b. Vending Machines
 - c. Chain store
 - d. Direct Mail

17. Person to person interaction between a retailer and a prospective customer is:
- a. Direct marketing
 - b. Automatic selling
 - c. Direct selling
 - d. Buying service
18. 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
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
- a. corporate chain store.
 - b. merchandising conglomerate
 - c. voluntary chain
 - d. consumer cooperative
20. The oldest and most heavily trafficked city area is called
- a. regional shopping center
 - b. prime location
 - c. urban district
 - d. Central business district
21. 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
22. 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
23. 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
24. 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?
25. 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.
26. 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
27. Which form of organization is subject to double taxation?
- a. sole proprietorship
 - b. partnership
 - c. corporation
 - d. franchise
28. 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
29. 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
30. 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
31. A systematic procedure for analyzing the performance of a retailer is called:
- a. control
 - b. feedback
 - c. strategic planning
 - d. retail audit
32. 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
33. Which of the following is a recommended strategy for retailers when consumers select the outlet first and the brand second?
- a) Appropriate pricing
 - b) Brand availability advertising
 - c) Brand image management
 - d) Price special on brands
 - e) Co-op ads featuring brands
34. Which of the following types of retail businesses have unlimited liability?
- a. Partnership and sole trader
 - b. Partnership and private company
 - c. Private company and sole trader
 - d. Private company and public company

35. Any source of products or services for consumers is referred to as a _____.
 a) Retail outlet
 b) Contact point
 c) Transaction point
 d) Distribution outlet
 e) Channel outlet
36. 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
37. 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
38. Which of the following is the major reason consumers give for shopping online?
 a) Want product delivered
 b) Unique merchandise
 c) Price
 d) Convenience
39. Which one of the following is NOT a form of direct marketing?
 a. catalogue retailing
 b. telemarketing
 c. personal selling
 d. direct mail
40. The major reason people give for not shopping on the Internet is _____.
 a) Lack of “touch”
 b) Security concerns
 c) Too difficult
 d) Unfamiliar merchants
41. The difference between retail and cost is called:
 a. profit
 b. markdown
 c. income
 d. markup
42. Expenses that benefit the entire store are called:
 a. controllable
 b. direct
 c. indirect
 d. Margin results
43. 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
44. 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.
45. The fastest growing segment of retailing is _____.

- a. nonstore retailing
b. warehouse stores
- c. hypermarkets
d. Category killers
46. 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
47. _____ 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
48. A concept in retailing that helps explain the emergence of new retailers is called the _____ hypothesis.
a. retail life cycle
b. wheel-of-retailing
c. service-assortment
d. Product life cycle
49. 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.
50. A retailer's _____ is the key to its ability to attract customers.
a. location.
b. pricing system.
c. promotion system.
d. Store personnel.
51. Which of the following is NOT an example of non-store retailing?
a. mail order.
b. party plan
c. department store
d. Catalogue shop.
52. The word Retail is derived from the----- word
a. latin
b. french
c. english
d. none of these
53. In retailing there is a direct interaction with-----
a. producer
b. customer
c. wholesaler
d. all of these
54. Retailing creates-----
a. time utility
b. place utility
c. ownership utility
d. all of these
55. Retailing is a marketing function which ----
a. sells products to other business
b. sells products to a company that resells em
c. sells products to final consumers
d. sells products for one's own use

Answers

1.b	2.c	3.a	4.d	5.b	6.b	7.a	8.a	9.c
10.b	11.c	12.d	13.d	14.a	15.d	16.c	17.c	18.c
19.d	20.d	21.a	22.b	23.b	24.d	25.c	26.b	27.c
28.b	29.a	30.d	31.d	32.c	33.a	34.a	35.a	36.c
37.d	38.d	39.c	40.b	41.d	42.c	43.b	44.d	45.a
46.a	47.b	48.b	49.d	50.a	51.d	52.a	53.d	54.d
55.c								

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