

Bachelor of Management Studies(BMS)Programme

Third YearSemester Vand VI Under Choice Based Credit, Grading and Semester System (REV 18-19)

Course : TYBMS

SEM : VI

Group A: Marketing Electives

Paper :RETAIL MANAGEMENT

**SAMPLE QUESTIONS**

Q.no.	Question	A	B	C	D	Correct option	Correct option
1	_____ is defined as "the set of business activities that adds value to the products and services sold to consumer for their personal or family use"	retailing	wholesaling	manufacturing	selling	A	retailing
2	_____ play an important role in CRM.	data mining	data collecting	barcode	EDI	A	data mining
3	_____ manager role is to manage a number of department managers in different merchandise classification.	Divisional merchandise manager	Assistance store manager	Group manager	Department Manager	C	Group manager
4	an _____ is a system used by retailers to display product price and information on the shelves.	electronic surveillance	electronic shelf	EDI	FDI	B	electronic shelf
5	_____ can be an individual, organisation or another seller.	retailer	customers	seller	firm	B	customers
6	_____ maager role is to keep public aware of the retailer's positive accomplishments. To measure public attitudes to maintain a favourable image of the company.	Public relations director	Assistance store manager	Group manager	Department Manager	A	Public relations director
7	_____ are the association of independent retailers.	corporate chain	retailers co-operatives	super market	departmental store	B	retailers co-operatives
8	_____ means establishing merchandise prices to drive competition away from market place	predatory pricing	skimming pricing	odd pricing	premium pricing	A	predatory pricing
9	Merchandise hiearchy means _____	Manners In which product classification is done	Assigning responsibilities	Planning and control of merchandise	Divisional merchandise manager	A	Manners In which product classification is done
10	retailer sells in _____ quantities as they sell directly to final consumer.	large	small	bulk	maximum	B	small
11	for the consumer a store needs to be _____ to navigate	easy	difficult	complex	simple	D	simple

12	_____ referred to as reduction from the original retail price of an offering to meet the lower price of another retailer	Psychological	Discount	Variable	Markdown	D	Markdown
13	the _____ is a a combination of the place where the store is located	exterior store design	interior store design	in store design	marketer	A	exterior store design
14	_____ retailing as a great enables for remodeling retail organisations around the customer, reinforcing brand and driving sustainable profitable growth	organized	unorganized	convenience	multi channel	D	multi channel
15	shopping mall is an example of _____ location.	free standing	destination	traditional	non-traditional	B	destination
16	_____ is a function of the aesthetics within the store	exterior store design	interior store design	in store design	marketer	B	interior store design
17	_____ has identified various elements that go into the composition of a value chain.	philip kotler	michael porter	darwin	paul mazur	B	michael porter
18	which plan gives the precise items and quantities that need to be e purchased for merchandise line	model stock plan	range plan	assortment plan	open to buy plan	A	model stock plan
19	the _____ has direct link with the manufacturer and buy product and goods directly from him.	retailer	wholesaler	distributor	intermediaries	B	wholesaler
20	this form of pricing is a variation of multiple pricing where various products are bundled together and sold as one unit	price bundling	multi unit pricing	everyday low pricing	leader pricing	A	price bundling
21	the _____ is the traditional downtown business area in city.	main street	shopping mall	central business districts	inner city	C	central business districts
22	direct mail, catlog marketing, telemarketing are _____ form of marketing.	indirect	specialized	direct	virtual	C	direct
23	_____ involves implementation of marketing policies devised in order to pursue stores strategic marketing objectives	implementing marketing plan	planning marketing plans	controlling marketing plans	making marketing plans	A	implementing marketing plans
24	seasonal product include products that cell well over non-consecutive time period	seasonal merchandise	fad merchandise	basic merchandise	variety of merchandise	A	seasonal merchandise
25	each different item of merchandise that a retailer stocks is called _____	Stock keeping unit	STP	stock width	category captain	A	Stock keeping unit
26	the _____ objectives of a store design is to influence customer buying behaviour	second	six	third	first	A	second
27	the first principle of store design is _____	totality	ease of shopping	focus	change and flexibility	A	totality

28	_____ enables the customer to browse through the contents as and when required.	catalogue shopping	television shopping	online shopping mall	kiosks	A	catalogue shopping
29	_____ plays an important role in formulating and executing retail strategies	store manager	accountant manager	logistic manager	operation manager	A	store manager
30	is type of merchandise	basic merchandise	control merchandise	merchandise management	analysis of merchandise	A	basic merchandise
31	_____ refers to traditional shopping area in smaller town or to a secondary business district in suburb or within a larger city.	main street	shopping mall	central business districts	inner city	A	main street
32	is the projection of achievable sales revenue based on historical sales data	merchandise planning	sales forecast	determining the merchandise requirement	understand the target market	B	sales forecast
33	New phenomena which has emerged over the last decade is the concept of store	flagship	retail design	retail innovation	retail store	A	flagship
34	_____ is type of franchising a parent company grants the right to a franchisee to sell their product.	business format franchising	distributorship	product franchising	manufacturing franchising	B	distributorship
35	_____ offers incentives and reward to customer on the basis of cumulative purchase from a given provider.	customer realty points	customer satisfaction point	frequent shopper program	customer privilege card	C	frequent shopper program
36	_____ is that marketing tools which helps to capture, store, retrieve and display	vending machine	telemarketing	kiosks	discount store	C	kiosks
37	_____ is analysis, planning, acquisition, handling and control of the merchandise investments of a retail operation	Analysis	Merchandise Mgmt	Planning	Handling	B	Merchandise Mgmt
38	_____ refers to the design of an environment via visual communications lighting colours music and scent	atmospheric	good lighting	signage	scent	A	atmospheric
39	the _____ has been developed and managed on an international basis enabling compatibility for imported and exported goods.	electronic surveillance	electronic data interchange	barcode	European article number	D	European article number
40	examining the product is related to _____ step in buying process.	recognition of needs	search information	buys the product	purchase decision	B	search information
41	_____ includes activities associated with receiving, storing, and discriminating inputs to the product.	inbound logistics	outbound logistics	processing	operations	A	inbound logistics

42	selling and _____ are the primary responsibilities with customer service being the number one priority.	floor supervision	warehouse supervision	manufacture supervision	merchandise management	A	floor supervision
43	_____ act face that import manufacture storage sale or distribution of any food article which is adulterated by allowing its quality for purity to fall below the prescribed standard or is MS branded or in contravention of any provision of the act or rules.	prevention of food and adulteration licence 1954	industrial dispute act 1947	essential commodities act 1955	consumer protection act 1986	A	prevention of food and adulteration licence 1954
44	_____ is the planning and control of the merchandise inventory of the retailer firm.	Assortment Planning	Merchandise Planning	Store Mgmt	Vendor Mgmt	B	Merchandise Planning
45	_____ act is the principle app for the payment of bonus to the employees which was formed with an objective for rewarding employees for their good work for the organisation.	minimum wages act 1948	employee provident fund act	workmen compensation act 1923	payment of bonus act 1965	D	payment of bonus act 1965
46	_____ is the person who take a final decision to buy a product.	influencer	buyer	decider	user	C	decider
47	_____ as the function of merchandising involves spending money for acquiring products, it is necessary to control the amount of money spent on buying.	Control	Analysis	Planning	Handling	A	Control
48	_____ labels today today play an important role in many a retailer's strategy.	Organisational	Business	Private	Informal	C	Private
49	a _____ customer will do mouth publicity and will attract many more towards the product.	unsatisfied	satisfied	delighted	frustrated	C	delighted
50	electronic retailing permits the convenience of _____.	point of sale terminal	reduction in set-up cost	touch and feel buying factor	visual merchandising	B	reduction in set-up cost