Q1. The word retail is derived from the ______word retailer which means to cut a piece off or break bulk
   A. French
   B. Spanish
   c. Indian
   D. Italian

Q2. ______performs important functions that increases the value of the product and services they sell to consumers
   A. Wholesalers
   B. Manufacturers
   C. Retailers
   D. Intermediaries

Q3. ______is the management and control by an entity, of a third party which supplies goods and services to that entity.
   a. Vendor management
   b. Supplier management
   c. Retail management
   d. Team management

Q4. ____ refers to traditional format of low cost retailing
   a. Unorganised retail
   b. Unorganised retail
   c. Traditional retail
   d. Advanced retail

Q5. Most consumers’ prefer____ when they shop for products
   a. Playing
   b. Browsing
   c. Touching
   d. Threading
Q6. ___ comprises of systematic, strategic co ordination of the traditional business function and the tactics across the business functions
   a. Supply chain management
   b. Total quality Management
   c. Customer relationship management
   d. Store Management

Q7. Traditional store based and catalogue retailers are placing more emphasis on their electronic channels and evolving into____
   a. single channel
   b. double channel
   c. triple channel
   d. multichannel retailing

Q8. Electronic retailing (e-retailing) is a sale of goods and services through ____
   a. internet
   b. mail
   c. catalogue
   d. vendor

Q9. ___ process integration aims to eliminate redundancies and inconsistencies among the multiple processes that an organisation uses to conduct its day to day work
   a. business
   b. customer
   c. sales
   d. profit

Q10. The RFID tag may be of one of ____ types
    a. three
    b. four
    c. one
    d. two

Q11. _______is a major component of solid waste that a retailer generates in the environment
    a. branding
    b. labelling
    c. naming
    d. packaging
Q12. Efficient transport management is one of the major opportunities to reduce carbon footprints. It is called as _______
   a. super logistics  
   b. green logistics  
   c. retail logistics  
   d. sourcing logistics

Q13. International travellers are always interested in _______
   a. duty full shopping  
   b. duty free shopping  
   c. duty less shopping  
   d. heavy duty shopping

Q14. Breaking bulk is a function of a _____
   a. Wholesaler  
   b. Retailer  
   c. Manufacturer  
   d. Intermediary

Q15. Documents preparation, outbound translation, out bound communication are steps of _______
   a. EDI  
   b. FDI  
   c. MDI  
   d. DIE

Q16. Retail shopper is a customer who is going to buy in ___quantity and the product usage would be him/her family or friends
   a. smaller  
   b. larger  
   c. medium  
   d. moderate

Q17. Time killers are type of _______
   a. retail customers  
   b. retail vendors  
   c. retail supporters  
   d. wholesalers

Q18. Retail____ is largely information based
   a. strategy  
   b. policy  
   c. procedure
Q19 _________ is a strategic approach that is concerned with creating improved shareholder value through the development of appropriate relationship
   a. CRM
   b. BRM
   c. SHRM
   d. FDP

Q20 Merchandising strategy is based on _____ research
   a. Vendors
   b. Intermediaries
   c. Manufacturer
   d. Consumer

Q21. After the mission is decided an analysis of ____ has to be done
   a. SWOT
   b. FIFO
   c. LIFO
   d. Tactics

Q22.Buying decision process starts with ___________
   a. Recognition of needs
   b. Purchase decisions
   c. Evaluation of alternatives
   d. Post purchase decisions

Q23. The choice of the store again depends on the target audiences and the kind of merchandise to be sold
   a. Location
   b. Product
   c. Store
   d. Employees

Q24. ________ is a type of store location may be another program choice, just like malls
   a. Home based
   b. Free standing
   c. Mall
   d. Downtown area

Q25. ____ process integration aims to eliminate redundancies and inconsistencies among the multiple processes that an organisation uses to conduct its day to day work
   a. Business
b. Customer
c. Sales
d. Profit

Q26. _____ customers walk into the store and head for a specific department or category in the target area of the store.

a. Time killers
b. Focused fulfillers
c. Pleasure seekers
d. Product groupies

Q27. _____ the type of buyer who is not going to buy anything, no matter how good it is

a. Focused fulfillers
b. Apathetic buyers
c. Self actualizing buyers
d. General browsers

Q28. Understanding the features of the ____ is integral to developing a retail marketing strategy

a. Population
b. Customer
c. Management
d. Organisation

Q29. _____ is a type of store location which could be another premium choice, just like mall.

a. Home based
b. Free standing
c. Downtown area
d. Mall

Q30. ____ is the process of critically evaluating the operations, duties and responsibilities of a specific job

a. Job Analysis
b. Job searching
c. Job creating
d. Job fixation

Q31. The _____ step of job analysis process includes collecting factual information relating to job

a. Second
b. Third
c. First
d. Fourth

Q32. A_______ opportunity employs the existing retailing format in new market segment
Q33. “Merchandising management is the planning and implementation of the acquisition handling and monitoring of merchandise categories for an identified retail organisation” this definition has been put forward by

- David Gilbert
- Peter Ducker
- Phillip Kotler
- William shake spear

Q34. _____ labels today’s play an important role in many a retailer’s strategy

- Organisational
- Business
- Private
- Informal

Q35. _____ is the planning and control of the merchandise inventory of the retailers firms

- Assortment planning
- Merchandise planning
- Store Management
- Vendor Management

Q34. _____ is the projection of achievable sales revenue, based on historical sales data, analysis of market surveys and trends and sales person estimates.

- Sales forecast
- Increasing sales
- Profit earning
- Store Management

Q35. Analysing the changes in the _____ are now necessary to relate the demographic changes in the market to that of the store and the products to be sold.

- Sales Forecast
- Increasing sales
- Profit earning
- Sales potential
Q36. Advertising agency Young and Rubicam (Y&R) developed a model or brand equity called_______
   a. NAV  
   b. VAV  
   c. CRM  
   d. BAV

Q37._______ is referred to as reduction from the original retail price of an offering to meet the lower price of another retailer.
   a. Psychological  
   b. Discount  
   c. Variable  
   d. Markdown

Q38. The_____ hierarchy forms the platform needed to create the store merchandise mix
   a. Merchandise  
   b. Sales  
   c. Goods  
   d. Product

Q39. The____ principle is Focus
   a. Third  
   b. First  
   c. Fourth  
   d. Second

Q40. The____ is the place where customers take a decision on the purchase of the products offered by the retailers.
   a. Retail store  
   b. Store manager  
   c. Customer  
   d. Store operations

Q41. For the consumer, a store needs to be_______ to navigate
   a. Easy  
   b. Difficult  
   c. Complex  
   d. Simple

Q42. Many a times, it is the exterior look of the store that draws a_______ to the store
   a. Marketer  
   b. Customer
c. Employees
d. Retailers

Q43. The _______ is a combination of the place where the store is located
a. Exterior store design
b. Interior store design
c. In store design
d. Complex design

Q44. In a retail store, ______ inform the customer about the product, offers and price
a. Managers
b. Fixtures
c. Mannequins
d. Signage

Q45. ______ has used 15th August and 26th January as days for giant sales
a. Pantaloons
b. Big bazaars
c. D-mart
d. Wal-Mart

Q46. ______ management means maintaining basic required stock to fulfill consumer demands.
a. Inventory
b. Store
c. Category
d. Retail

Q47. Electronic retailing permits _______
   a. Touch and feel factor
   b. Reduction in setup cost
   c. Point of sales
   d. Visual merchandising

Q48. ______ placed at the exits, prevent shoplifting
   a. Electronic article surveillance
   b. Bar code
c. RFID
d. Stock keeping unit

Q49 Kirana store are examples of _______
a. Unorganized retailing
b. Organized retailing
c. Urbanization
d. Stock

Q50. Rs. 599, Rs. 799, Rs. 999 is called as ________ pricing strategy

a. Single
b. Leader
c. Odd
d. Multi-unit