

Royal college of Arts, Science & Commerce

TYBMS (Marketing): Retail Management 2019-20

Sample Question Paper

- 1. Retailing involves more than just selling products which are...**
 - a) Tangible
 - b) Good Quality
 - c) Outdated
 - d) Intangible

- 2. The people who buy the product are the final players in the...**
 - a) Buying process
 - b) Selling process
 - c) Marketing process
 - d) HR process

- 3. Single channel retailers are evolving onto multi-channel retailers to attract and satisfy more...**
 - a) Customers.
 - b) Retailers
 - c) Businessman
 - d) Salesman

- 4. Retail management saves time and ensures the customers easily locate their desired merchandise and return home...**
 - a) Satisfied
 - b) Disappointed
 - c) In a setback
 - d) Dissatisfied

- 5. Retailing creates...**
 - a) Time utility
 - b) Product utility
 - c) Market utility
 - d) Person utility

- 6. How a retailer is perceived by consumers and others is represented by...**
- a) Sales
 - b) Profit
 - c) Advertisement
 - d) Image
- 7. Organized retailing is still a newer concept in India, however, in coming years, it is expected to...**
- a) Dissolve
 - b) Grow
 - c) Eliminate market
 - d) Destroy market
- 8. The retailers pay for the merchandise before selling to the end...**
- a) Wholesalers
 - b) Distributors
 - c) Consumers
 - d) Manufacturer
- 9. The nations that have enjoyed the greatest economic and social progress have been those with a strong...**
- a) Retail sector
 - b) Manufacturing Sector
 - c) Distribution sector
 - d) Agricultural Sector
- 10. A multi channel retailer sells merchandise...**
- a) Over the telephone
 - b) Through personal selling and retail store only
 - c) Over the internet
 - d) Through more than one channel
- 11. _____ has identified various elements that go into the composition of a value chain.**
- a) Philip Kotler
 - b) Michael Porter
 - c) Darwin
 - d) Adam Smith

12. A _____ is a group of customers who are bound together by their loyalty to a retailer and the activities in which the retailer engages.

- a) Focus group
- b) Frequent Shopper
- c) Retail brand community
- d) Service retailer

13. _____ is a clear and definite plan outlined by the retailer to tap the market.

- a) Retail strategy
- b) Diversification
- c) Retail format
- d) Market penetration

14. The _____ provides a clear sense of direction for the organization and distinguishes the firm from all others.

- a) Retail strategy
- b) Mission statement
- c) Brand equity
- d) Penetration strategy

15. The _____ defines a series of actions that enable businesses to sell their products to customers.

- a) Retail Value Chain
- b) Retail Format
- c) Brand Value
- d) retail brand community

16. Merchandise that has high demand for a relatively short period of time is referred to as _____.

- a) Staple merchandise
- b) Fad merchandise
- c) Fashion merchandise
- d) Seasonal merchandise

17. _____ enjoy popularity for a limited period of time and usually generate a high level of sales for a short time.

- a) Fads
- b) Staples
- c) Necessities
- d) Fashion

18. _____ is the combination of all products made available in a store and a set of products offered within a product category.

- a) Merchandise
- b) SKU
- c) Assortment
- d) Model stock plan

19. The _____ gives the precise items and quantities that need to be purchased for each merchandise line.

- a) Model stock plan
- b) Category
- c) Assortment
- d) Staples merchandise

20. _____ Planning is an ambiguous description of several facets of retail operation.

- a) Standard
- b) Stock
- c) Space
- d) Staff