

**Retail Marketing**

**7:00pm to 9:00pm**

**Semester – III (Marketing)**

**June 5, 2010**

**SECTION A (ONE MARKS)**

- (1) The has retail density that is greater than that of all other countries.
- (a) US
  - (b) UK
  - (c) China
  - (d) Japan

Answer : a

- (2) a store that is departmentalized with self-service offering groceries, limited non-food items such as health & beauty related items & general merchandise are called .

- (a) outlet stores
- (b) departmental store
- (c) supermarkets
- (d) specialty store

Answer : c

- (3) : are owned & operated by manufacturers who sell discounted merchandise or factory seconds or cancelled orders to consumers at low prices

- (a) outlet stores
- (b) departmental store
- (c) specialty store
- (d) Factory/ second outlets

Answer : d

- (4) is a store often in concession format placed within mall/shopping centre, bus station, airport etc

- (a) outlet stores
- (b) departmental store
- (c) specialty store
- (d) kiosk

Answer : d

- (5) Approximately of all US retail sales are made by franchisees.

- (a) one-third
- (b) two-third
- (c) half
- (d) one half

Answer : a

- (6) Display cases, storage facilities, signs, lighting, carpeting etc are examples of

- (a) equipments
- (b) promotions
- (c) sales tactic
- (d) fixtures

Answer : d

Offer an inconsistent assortment of brand name, fashion-oriented soft goods at low prices

- (a) outlet stores
- (b) Off – price retailers
- (c) single price retailer
- (d) double price retailer

Answer : b

(8) Retail store management involves paying adequate attention to factors such as expected of customers visiting the store

- (a) movement
- (b) walking
- (c) visualizing
- (d) association

Answer : a

(9) is a discount store that offers narrow variety but deep assortment of merchandise

- (a) specialty store
- (b) discount store
- (c) category specialist
- (d) departmental store

Answer : c

(10) Store concentrates on limited number of complementary merchandise categories & provides a high level of service

- (a) specialty store
- (b) discount store
- (c) category specialist
- (d) departmental store

Answer : a

(11) A full-line store retailer offers low price

- (a) specialty store
- (b) discount store
- (c) category specialist
- (d) departmental store

Answer : b

(12) is number of different items in merchandise category

- (a) assortment
- (b) discounts
- (c) goods
- (d) variety

Answer : a

(13) is number of different merchandise categories a retailer offers

- (a) assortment
- (b) discounts
- (c) goods
- (d) variety

Answer : d

Expansion of target consumer segment was done through for reaching to the bottom of the pyramid

- (a) public distribution system
- (b) co operative revolution
- (c) sachet revolution
- (d) cash & carry revolution

Answer : c

(15) Traditionally retailing in India can be traced to emergence of catering to the convenience of the consumers

- (a) discount stores
- (b) Kirana stores
- (c) khadi stores
- (d) co operatives

Answer : b

(16) may be defined as " a trade which consist of selling to ultimate consumers of variety of products in small lots".

- (a) retail trade
- (b) wholesaling
- (c) warehousing
- (d) bulk selling

Answer : a

(17) is a very big retail store offering low prices that combine a discount store & superstore food retailer in one warehouse like building.

- (a) supermarket
- (b) mall
- (c) departmental store
- (d) Hypermarket

Answer : d

(18) ratio assigns floor space on basis of sales or profit per foot

- (a) space-serviceability
- (b) space-selectivity
- (c) Space-productivity
- (d) space-profitability

Answer : c

(19) The storefront for web retailer is .

- (a) home page
- (b) last page
- (c) first page
- (d) top page

Answer : a

(20) Employees are dressed especially for particular day's celebration is example of .

- (a) theme setting display
- (b) cut case display
- (c) Ensemble display
- (d) dump bin display

Answer : a

( ) SECTION B

(21) Basic stock list is of items & Model stock list is of items.

- (a) staple & fashion
- (b) fashion & staple
- (c) basic & fashion
- (d) staple & basic

Answer : a

(22) Never out list consist of & .

- (a) staple & fashion
- (b) key items & best sellers
- (c) model & best items
- (d) basic & best seller

Answer : b

(23) is formal statement of financial resources set aside for carrying out specific activities in a given period of time.

- (a) budgetary control
- (b) stoking
- (c) Budget
- (d) budgeting mix

Answer : c

(24) is the process of establishment of budgets relating responsibilities to requirements of policy & continuous comparison of actual with budgeted results, either to secure by individual action objective of that policy or to provide basis for its revision.

- (a) budget mix
- (b) stockade
- (c) budget
- (d) budgetary control

Answer : d

(25) To acquire more specific estimates, a retailer could use , which divides each month's actual sales by average monthly sales & multiples results by 100.

- (a) monthly sales index
- (b) yearly sales index
- (c) quarterly sales index
- (d) weekly sales index

Answer : a

(26) The values merchandise at cost plus inbound transportation charges & The : values merchandise at current retail prices.

- (a) market accounting system & retail accounting system
- (b) cost accounting system & retail accounting system
- (c) retail accounting system & cost accounting system
- (d) retail accounting system & merchandise accounting system

Answer : b

(27) PDS stands for

- (a) property distribution system

- (b) public distribution system
- (c) proper dissemination system
- (d) proper distribution system

Answer : b

(28) When goods are sold under , two entries are made – sales entry which records revenue at selling price i.e. collection & second entry that records decrease in inventory

- (a) periodic system
- (b) perpetual system
- (c) accounting system
- (d) physical system

Answer : b

(29) A is systematic examination & evaluation of retail firms total retailing efforts or specific aspects of it.

- (a) retail monitor
- (b) marketing audit
- (c) stock audit
- (d) retail audit

Answer : d

(30) Emergence of hyper and super markets tried to provide customer with 3 V's

- (a) Value, Variety and Volume
- (b) valance, variety, & volume
- (c) visibility, value & volume
- (d) venture, value & visibility

Answer : a

(31) is leading POS & inventory management software used by specialty retailers worldwide

- (a) retail spo
- (b) retail pro
- (c) retail quo
- (d) retail wao

Answer : b

( ) SECTION C

(32) The home page should be 1.Prominently showing product brand name & indicate positioning of firm2.Be inviting. A virtual storefront must encourage customers to enter3.Make it easy to go into store4.Show product lines carried

- (a) only 1, 3
- (b) only 2, 3, 4
- (c) all of the above
- (d) none of the above

Answer : b

(33) Merchandise budgeting process includes which of the following steps:

1.Designing control unit2.Sales forecasting3.Inventory planning4.Reduction planning5.Planning purchases6.Planning profit margins

- (a) all of the above

- (b) only 1, 3, 4, 5  
(c) none of the above  
(d) only 1, 2, 3, 6

Answer : a

(34) match the following  
1. Design logic: (a) a mix of following six elements meets physical & emotional needs of customers  
2. Design expression: (b) approaching retail business with emotion evoked in differentiable expressive concept is referred as design expression.  
3. Design execution: (c) it leads to using of space effectively & planning a productive layout  
4. Design output: (d) it should be done by combining rational, functional & emotional content of delivery

- (a) 1-a, 2-b, 3-d, 4-c  
(b) 1-b, 2-a, 3-d, 4-c  
(c) 1-a, 2-b, 3-d, 4-c  
(d) 1-b, 2-a, 3-c, 4-d

Answer : a

(35) The main objectives of a good store design should be:  
1. It must complement customers needs i.e. be consist with image & strategy  
2. It should not act proactively on consumer behavior  
3. It must consider costs associated versus values received of higher sales & profits  
4. It should be flexible to adopt any changes in merchandise with its store's image.

- (a) all of the above  
(b) only 1, 3, 4  
(c) none of the above  
(d) only 1, 2, 3

Answer : b

(36) Which of the following statement are true or false?  
1. Store layout is term used to refer interiors & allocation or plan in which products are displayed in store.  
2. Retailer should prepare customer friendly layout  
3. The layout creates 'Aisles' so that shopper can move on predefined path inside the store.  
4. Each floor plan & store layout will depend on type of products sold, building location & how much business can afford to put into overall store design.

- (a) all are false  
(b) only 1 & 2 are right  
(c) only 1, 2 & 3 are right  
(d) all are true

Answer : d

(37) Retail store management involves paying adequate attention to which factors  
1. Expected movement of customers visiting the store  
2. Space allotted to customers to shop  
3. Making adequate provision for merchandise display  
4. arranging for car parking

- (a) only 2, 3, 4  
(b) only 1, 2, 3  
(c) all of the above  
(d) none of the above

Answer : b

(38) Match the following  
1. Specialty store (a) very near to customer residence  
2. Department store (b) very large, high volume, self service operated stores  
3. Supermarkets (c) each format is considered separate department  
4.



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Convenience store (d) carry large amount of merchandise but in limited product lines

- (a) 1-d, 2-c, 3-b, 4-a
- (b) 1-a, 2-d, 3-c, 4-b
- (c) 1-a, 2-b, 3-d, 4-d
- (d) 1-a, 2-c, 3-b, 4-d

Answer : a

