

# National Testing Agency

**Question Paper Name:** Retail Management 10th November 2019 Shift 2  
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## Retail Management

**Group Number :** 1  
**Group Id :** 70959793  
**Group Maximum Duration :** 0  
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**Group Marks:** 100

## Retail Management

**Section Id :** 70959794  
**Section Number :** 1  
**Section type :** Online  
**Mandatory or Optional:** Mandatory  
**Number of Questions:** 100  
**Number of Questions to be attempted:** 100  
**Section Marks:** 100  
**Display Number Panel:** Yes  
**Group All Questions:** No

**Sub-Section Number:** 1  
**Sub-Section Id:** 709597103  
**Question Shuffling Allowed :** Yes

**Question Number : 1 Question Id : 7095979167 Question Type : MCQ Option Shuffling : No Display Question Number : Yes**  
**Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

A retailer maintains \_\_\_\_\_ of goods and displays them in his shop

- A Ready stock
- B Live stock
- C Fresh stock
- D Grocery stock

Question Number : 2 Question Id : 7095979168 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

To understand diverse sector of retail operations are broken down into \_\_\_\_\_ for easier digestion and fact

- A Three sector
- B Dual sector
- C Single sector
- D Several sectors

Question Number : 3 Question Id : 7095979169 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ is not just buying and selling but also rendering all other personalized consumer services

- A Wholesaling
- B Retail marketing
- C Distribution
- D Assembling

Question Number : 4 Question Id : 7095979170 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Retailers are of different types depending upon their scale of \_\_\_\_\_

- A Product and consumer
- B Profit and loss
- C Operation and location
- D Credit and debit

Question Number : 5 Question Id : 7095979171 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ see retailing as part of their overall distribution strategy

- A Competitors
- B Marketers
- C Distributors
- D Investors

Question Number : 6 Question Id : 7095979172 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ generally refers to the act of buying products.

- A Marketing
- B Manufacturing
- C Shopping
- D None

Question Number : 7 Question Id : 7095979173 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Retail pricing technique used by most retailers is

- A Reduction pricing
- B Cost-plus pricing
- C Value added pricing
- D Interest pricing

Question Number : 8 Question Id : 7095979174 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ strategy helps a retailer to increase market share by attracting a larger proportion of total retail sales generated within a trading area of its existing retail stores.

- A Market development
- B Market penetration
- C New format
- D Diversification

Question Number : 9 Question Id : 7095979175 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

If an apparel retailer was originally targeting only adults, by now has started stocking new line of products for children, he is following \_\_\_\_\_ strategy

- A Diversification
- B Convenient
- C Market penetration
- D Market development

Question Number : 10 Question Id : 7095979176 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A consumer durable retailer starts financing services for its customers. He is following \_\_\_\_\_ strategy

- A      Diversification
- B      New format
- C      Market penetration
- D      Market development

Question Number : 11 Question Id : 7095979177 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ the largest retail store format

- A      Departmental store
- B      Convenience store
- C      Super market
- D      Hyper market

Question Number : 12 Question Id : 7095979178 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Franchisee apart from franchise fees also pays \_\_\_\_\_ to franchisor

- A      Royalties
- B      Tax
- C      Dividend
- D      MAT

Question Number : 13 Question Id : 7095979179 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ is a practice used by different companies to reduce costs by transferring portions of work to outside suppliers rather than completing it internally

- A      Captive Centers
- B      Outsourcing
- C      HRM
- D      CRM

Question Number : 14 Question Id : 7095979180 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The franchisee obtains a \_\_\_\_\_ that has an established product or service name

- A Capital
- B Human resource
- C Marketing
- D Business

Question Number : 15 Question Id : 7095979181 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Major focus of channels of distribution is \_\_\_\_\_

- A Efficiency
- B Delivery
- C Profit
- D Time Reduction

Question Number : 16 Question Id : 7095979182 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ channel involves moving of product directly from producer to consumer

- A One Level
- B Multi-Level
- C Zero Level
- D Two Channel

Question Number : 17 Question Id : 7095979183 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Multi-level channels achieve channel integration avoiding duplication with help of \_\_\_\_\_

- A Different Channels
- B Personnel's
- C Information Technology
- D Research

Question Number : 18 Question Id : 7095979184 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0



What is a marketing channel?

- A An inefficient and outdated system of using intermediaries to bring products to market.
- B A set of independent organizations involved in the process of making a product (good, service or experience) available for use or consumption by consumers or businesses
- C A profit sharing system designed to reward with bonuses all intermediaries involved in bringing a product to market
- D The gathering and distributing of marketing research to all members of a firm's marketing department

Question Number : 19 Question Id : 7095979185 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Company's channel decisions directly affect every \_\_\_\_\_

- A Customer's choices
- B Employee in the channel
- C Competitor's actions
- D Marketing decision

Question Number : 20 Question Id : 7095979186 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ is a set of interdependent organizations involved in the process of making a product or service available for use of consumption by the consumer or business user

- A Retailer
- B Wholesaler
- C Distribution channel
- D Middleman

Question Number : 21 Question Id : 7095979187 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

With respect to a channel of distribution, the number of intermediary levels within the channel indicates the \_\_\_\_\_ of a channel.

- A Width
- B Depth
- C Length
- D Similarity

Question Number : 22 Question Id : 7095979188 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ marketing system company owns all production, wholesaling and retailing operations

- A Vertical
- B Horizontal
- C Corporate
- D Integrated

Question Number : 23 Question Id : 7095979189 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Combining organizations at the same level of operations under a common management constitutes  
\_\_\_\_\_ channel integration

- A Vertical
- B Horizontal
- C Multi-channeled
- D Centred

Question Number : 24 Question Id : 7095979190 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Selecting a store \_\_\_\_\_ is a permanent decision made by a retailer that cannot be changed very frequently

- A Location
- B Layout
- C Design
- D Employees

Question Number : 25 Question Id : 7095979191 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

With the advent of \_\_\_\_\_ retailers are opening their stores

- A Industrialization
- B Globalization
- C Competition
- D Government regulation

Question Number : 26 Question Id : 7095979192 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ location stores are located on highways or locations where there are no other competitive retailers

- A Weekend stores
- B Freestanding location store
- C Malls
- D Neighboring market

Question Number : 27 Question Id : 7095979193 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical  
Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ usually house different retail stores dealing in apparel, beauty and health care and electronics

- A Weekend stores
- B Freestanding Location Store
- C Malls
- D Neighborhood market

Question Number : 28 Question Id : 7095979194 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical  
Correct Marks : 1 Wrong Marks : 0

A \_\_\_\_\_ is a list of relevant factors like cost, accessibility, competition, demographics etc., which should be analyzed by the retailer while selecting a store location.

- A Checklist
- B Layout
- C Design
- D Psychographics

Question Number : 29 Question Id : 7095979195 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical  
Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ analysis involves a study of lifestyle, values and belief of people in the location where a retailer wishes to open the store

- A Demographics
- B Psychographics
- C Competitive
- D Market

Question Number : 30 Question Id : 7095979196 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical  
Correct Marks : 1 Wrong Marks : 0



\_\_\_\_\_ analysis involves determining the size and level of competition in a particular location

- A Checklist
- B Competitive
- C Demographics
- D Financial

Question Number : 31 Question Id : 7095979197 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A retail store \_\_\_\_\_ is a creative and commercial discipline that combines different areas of expertise in designing and constructing the retail space.

- A Design
- B Location
- C Marque
- D Layout

Question Number : 32 Question Id : 7095979198 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Dominance concerns whether customer feel dominant or submissive in the \_\_\_\_\_ environment

- A Service
- B Operation
- C Health
- D Learning

Question Number : 33 Question Id : 7095979199 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ design covers store layout and space planning details issues

- A Stores
- B Discounts
- C Retail store
- D Merchandise

Question Number : 34 Question Id : 7095979200 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ had some influence on the products made but much emphasis was placed on pushing and manufactured goods

- A Creditor
- B Manager
- C Employer
- D Retailers

Question Number : 35 Question Id : 7095979201 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The \_\_\_\_\_ aspect of a business-to-consumer website involves transactional e-commerce for products or services

- A Location
- B Serve
- C Speak
- D Sell

Question Number : 36 Question Id : 7095979202 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

With the advent of \_\_\_\_\_ retailers are opening their online stores

- A Industrialization
- B Globalization
- C Competition
- D Government regulation

Question Number : 37 Question Id : 7095979203 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What communications technique is mainly intended to achieve repeat sales for an online retailer?

- A Store location
- B Email newsletter
- C Financial assistance
- D Neighborhood market

Question Number : 38 Question Id : 7095979204 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A \_\_\_\_\_ is a diagram that shows how and where specific retail products should be placed on retail shelves or displays in order to increase customer purchases.

- A Planogram
- B Architecture
- C Miniature
- D None

Question Number : 39 Question Id : 7095979205 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ is an ambiguous description of several facets of retail operation

- A Placement planning
- B Purchasing planning
- C Selling space planning
- D Retail space planning

Question Number : 40 Question Id : 7095979206 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A \_\_\_\_\_ is the organization of stores within a chain according to size or sales per unit of area

- A Wholesaling hierarchy
- B Retail hierarchy
- C Consumer hierarchy
- D Suppliers hierarchy

Question Number : 41 Question Id : 7095979207 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ need to be part of the process of ordering new inventory

- A Managers
- B Floor managers
- C Finance head
- D Operation manager

Question Number : 42 Question Id : 7095979208 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ is a non-personal form of communication

- A Visual merchandizing
- B Visual display
- C Merchandizing
- D Branding

Question Number : 43 Question Id : 7095979209 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Organizing merchandize as per price categories can be termed as \_\_\_\_\_

- A Price lining
- B Virtual merchandising
- C Color presentation
- D Pricing

Question Number : 44 Question Id : 7095979210 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ marketing system company owns all production, wholesaling and retailing operations

- A Vertical
- B Horizontal
- C Corporate
- D Integrated

Question Number : 45 Question Id : 7095979211 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Combining organizations at the same level of operations under a common management constitutes  
\_\_\_\_\_ channel integration

- A Vertical
- B Horizontal
- C Multi-channelled
- D Centred

Question Number : 46 Question Id : 7095979212 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The term wholesaling is the process related to?

- A The sale of goods to anyone other than a standard consumer
- B The sale of services to anyone other than a standard consumer
- C The after sales facilities to their standard consumer
- D How wholesalers communicate with their target market

Question Number : 47 Question Id : 7095979213 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Name the two important types of middlemen forming a part of the distribution

- A Agents
- B Distributors and suppliers
- C Consumers and products
- D Wholesalers and retailers

Question Number : 48 Question Id : 7095979214 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Wholesalers also act as a \_\_\_\_\_ by providing \_\_\_\_\_ about products to the consumers on one hand and the consumer feedback to the producers on the other hand

- A Agents, reasoning
- B Middlemen, plans
- C Communication channel, information
- D Agent, plans

Question Number : 49 Question Id : 7095979215 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In achieving this market coverage effectively and efficiently, there are three alternative models of distribution intensity. Which of the following are they?

- A Penetrating, inclusive, exclusive
- B Intensive, exclusive, selective
- C Intensive, penetrating, inclusive
- D Penetrating, exclusive, selective

Question Number : 50 Question Id : 7095979216 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0



A \_\_\_\_ strategy involves the manufacturer using advertising and promotion to persuade consumers to ask intermediaries for the product, thus inducing the intermediaries to order it

- A Push
- B Pull
- C Promote
- D Provide

Question Number : 51 Question Id : 7095979217 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Changes in consumer \_\_\_\_\_ may influence a channel decision

- A Saving
- B Buying behavior
- C Expenditure
- D Attitude

Question Number : 52 Question Id : 7095979218 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In achieving this market coverage effectively and efficiently, there are three alternative models of distribution intensity. Which of the following have only a few retail outlets and cover a specific geographical area?

- A Exclusive
- B Intensive
- C Inclusive
- D Selective

Question Number : 53 Question Id : 7095979219 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Selective distribution inhibits \_\_\_\_\_

- A Promotional competition
- B Price competition
- C Buying behavior
- D Product development

Question Number : 54 Question Id : 7095979220 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Changes in consumer \_\_\_\_\_ may influence a channel decision

- A Savings
- B Buying behavior
- C Expenditure
- D Attitude

Question Number : 55 Question Id : 7095979221 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ distribution consists of the manufacturer distributing high-end items such as 'designer' or prestige goods

- A Selective
- B Exclusive
- C Intensive
- D Shotgun

Question Number : 56 Question Id : 7095979222 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following allows a firm to maintain control over the service level and obtain more dedicated and knowledgeable selling?

- A Intensive distribution
- B Push strategy
- C Exclusive distribution
- D Selective distribution

Question Number : 57 Question Id : 7095979223 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A set of interdependent organizations involved in the process of making a product or service available for use or consumption by the consumer or business user is called a:

- A Retailer
- B Wholesaler
- C Distribution channel
- D Logistics function

Question Number : 58 Question Id : 7095979224 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Rolls Royce uses which of the following distribution formats?

- A Intensive distribution
- B Exclusive distribution
- C Selective distribution
- D Open distribution

Question Number : 59 Question Id : 7095979225 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The retailers exists for \_\_\_\_\_

- A Market
- B Government
- C Wholesalers
- D Customers

Question Number : 60 Question Id : 7095979226 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ plays an important role in retailing explaining interrelationship between objectives of retail stores and retail mix

- A Merchandise
- B Pricing
- C Quality
- D Handling

Question Number : 61 Question Id : 7095979227 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Merchandising affects \_\_\_\_\_ by changing volumns of sales

- A Controlling
- B Managing
- C Profitability
- D MIS

Question Number : 62 Question Id : 7095979228 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ are projections of expected retail sales for a given period

- A Demand
- B Forecast
- C Staffing
- D Planning

Question Number : 63 Question Id : 7095979229 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The major risk involved in merchandise innovation is tarnishing of retailers

- A Image
- B Idea
- C Cost
- D Business

Question Number : 64 Question Id : 7095979230 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ strategy focuses on drawing large number of consumers to stores

- A Turf defending
- B Traffic building
- C Profit generation
- D Excitement

Question Number : 65 Question Id : 7095979231 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ works towards the determination of the optimal category pricing and other aspects

- A Category tactics
- B Image enhancing
- C Transaction building
- D Turf defending

Question Number : 66 Question Id : 7095979232 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Category management process starts with

- A Category definition
- B Category score card
- C Category role
- D Category tactics

Question Number : 67 Question Id : 7095979233 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ is the percentage of a specific target market that the media is able to reach

- A Coverage
- B Impact
- C Cost
- D Performance

Question Number : 68 Question Id : 7095979234 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ is the duration of message available to target customers

- A TRP
- B Life
- C Message life
- D Audience coverage

Question Number : 69 Question Id : 7095979235 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Retailer is a highly competitive industry where every inch of \_\_\_\_\_ counts

- A Hoarding space
- B Bulletin space
- C Merchandise space
- D Retail space

Question Number : 70 Question Id : 7095979236 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0



\_\_\_\_\_ is any form of paid, non-personal presentation by an identified sponsor

- A Communication
- B Marketing
- C Advertising
- D Sales

Question Number : 71 Question Id : 7095979237 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A \_\_\_\_\_ is an ideal display for product demonstrations, distributing samples and other point of purchase applications

- A Coupons
- B Porto demo counters
- C Graphics and lighting
- D Promotional counter

Question Number : 72 Question Id : 7095979238 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In retail function allows us to purchase product

- A From a Kirana shop
- B From a Mall
- C From a website online shopping
- D All of the above

Question Number : 73 Question Id : 7095979239 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Role of IT in retailing is

- A Capturing customer behavior
- B Identifying customers as individuals
- C Personalizing targeted messages and offers
- D All of the above

Question Number : 74 Question Id : 7095979240 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In supply chain Retailer is a connection between

- A Manufacturer and supplier
- B Supplier and distributor
- C Distributor and customer
- D IT manager and distributor

Question Number : 75 Question Id : 7095979241 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Wal-Mart was able to offer a vast range of products at the lower costs because

- A Efficiency of employees
- B Highly automated distribution centers and computerized inventory system
- C Customer Relationship Management
- D Intelligent Information Technology

Question Number : 76 Question Id : 7095979242 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is Barcode?

- A A system of having parallel lines of same size
- B A system consist of hardware tags
- C An optical machine-readable representation of data
- D Data processing system

Question Number : 77 Question Id : 7095979243 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In the world there is urge for

- A Service
- B Material Availability
- C Competition
- D All of the above

Question Number : 78 Question Id : 7095979244 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The implementation of RFID is

- A More complicated
- B Easier than barcode
- C Can be done with changes
- D Small amount can be done

Question Number : 79 Question Id : 7095979245 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

RFID type of tags are

- A Active
- B Semi-active
- C Passive
- D All of the above

Question Number : 80 Question Id : 7095979246 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Retailing is

- A Selling and marketing the products
- B The set of business activities
- C Managing every item, store, customer
- D Software package which do all allied help to run business

Question Number : 81 Question Id : 7095979247 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ is the one of the most acceptable and hassale free system of payment in POS?

- A Cheques
- B Cash
- C Money orders
- D Online transfer

Question Number : 82 Question Id : 7095979248 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ is based on a cryptographic system known as digital signature?

- A Cash
- B Cheque
- C E-Cash
- D Demand Draft

Question Number : 83 Question Id : 7095979249 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ has evolved as the most favored mode of payment in the retail store front and web based?

- A Cash
- B Cheque
- C Credit cards
- D Online transfer

Question Number : 84 Question Id : 7095979250 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What are the two types of smart cards?

- A Contact smart cards and contact less smart card
- B Master card and visa card
- C Credit card and debit card
- D ATM card and points card

Question Number : 85 Question Id : 7095979251 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In P2P system both payer and the receiver should have \_\_\_\_\_ registered with the service provider?

- A Email id
- B Phone number
- C Name
- D Address

Question Number : 86 Question Id : 7095979252 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ Theories changes as per biological evolution.

- A Cyclical
- B Conflict
- C Melting pot
- D Evolutionary

Question Number : 87 Question Id : 7095979253 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ theory focuses only on profits and margins and neglect other variables that affect retail evolution

- A Wheel of retailing
- B Accordion
- C Conflict
- D Karl Max

Question Number : 88 Question Id : 7095979254 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Dialectic theory is also known as \_\_\_\_\_ theory

- A Conflict
- B Progressive
- C Melting post
- D Melting pot

Question Number : 89 Question Id : 7095979255 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The \_\_\_\_\_ theories hold that retail organizational evolution is derived from inter-institutional conflict

- A Evolution
- B Conflict
- C Innovation
- D Dialectic

Question Number : 90 Question Id : 7095979256 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0



A \_\_\_\_\_ is a central place where all telephone calls are handled for customer communication

- A Office
- B Workshop
- C Call centre
- D Virtual office

Question Number : 91 Question Id : 7095979257 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ refers to automating all the actions related to sales of an organization or business

- A Sales force
- B Sales force automation
- C Campaign management
- D Automation

Question Number : 92 Question Id : 7095979258 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ is a company wide strategy to reduce cost and increase profitability

- A ERP
- B SFA
- C CRM
- D MBO

Question Number : 93 Question Id : 7095979259 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ pricing has become an important strategic tool to the retailers

- A Bargaining
- B Costing
- C Retailing
- D Strategic

Question Number : 94 Question Id : 7095979260 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ has a fixed line of business in which they have invested huge capital

- A Wholesaler
- B Small scale retailer
- C Large scale retailer
- D Distributor

Question Number : 95 Question Id : 7095979261 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

India has sometimes been called a nation of \_\_\_\_\_

- A Shopkeepers
- B Retailers
- C Wholesalers
- D Malls

Question Number : 96 Question Id : 7095979262 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Strategic planning gap refers to gap between \_\_\_\_\_

- A Existing and new products
- B Existing and new markets
- C Projected revenues
- D Products and markets

Question Number : 97 Question Id : 7095979263 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ is related to the number of middlemen at a particular point or step in the distribution channel

- A Distribution channel
- B Channel length
- C Channel width
- D Channel size

Question Number : 98 Question Id : 7095979264 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

It reflects the number of people walking to the store location

- A Traffic
- B Accessibility
- C Visibility
- D Availability

Question Number : 99 Question Id : 7095979265 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

This type of retail store is usually followed by conventional grocery stores, supermarkets and medical stores

- A Grid
- B Block
- C Geometrical
- D Rat trap

Question Number : 100 Question Id : 7095979266 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ contains data which have been collected and compared for some other purpose

- A Primary data
- B Mixed data
- C Secondary data
- D Past data