

National Testing Agency

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Retail Management

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Retail Management

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Question Number : 1 Question Id : 89951412864 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

A marketing channel is considered to be a set of interdependent organizations that are involved in the process of _____ for the use or consumption of end customers.

- 1. Production of goods and services**
- 2. Making a product or service available**
- 3. Advertising and Communication of products**
- 4. None of the above**

Options :

- 89951450031. 1**
- 89951450032. 2**
- 89951450033. 3**
- 89951450034. 4**

Question Number : 2 Question Id : 89951412865 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

XYZ Inc. has its products available for purchase at multiple, but not all outlets in the marketplace. This is an example of _____ distribution.

1. Intensive
2. Selective
3. Exclusive
4. Specialty

Options :

89951450035. 1
89951450036. 2
89951450037. 3
89951450038. 4

Question Number : 3 Question Id : 89951412866 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

ABC Inc. is interested in keeping its customers very close. They have their stores in the market wherein they cater to the needs of the customers. This is an example of a _____.

1. Direct channel
2. Indirect channel
3. Omnichannel
4. Multichannel

Options :

89951450039. 1
89951450040. 2
89951450041. 3
89951450042. 4

Question Number : 4 Question Id : 89951412867 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The session discusses some generic product types for understanding distribution mechanisms.
What was the product type best suited for a selective distribution?

1. Convenience
2. Shopping
3. Specialty
4. Unsought

Options :

- 89951450043. 1
- 89951450044. 2
- 89951450045. 3
- 89951450046. 4

Question Number : 5 Question Id : 89951412868 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

What is the most influential decision factor while designing an effective marketing channel?

1. Power in marketing channels
2. Conflict among channel partners
3. Integration among channel partners
4. Market segmentation

Options :

- 89951450047. 1
- 89951450048. 2
- 89951450049. 3
- 89951450050. 4

Question Number : 6 Question Id : 89951412869 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which among the following is a key reason to have intermediaries in marketing channels?

1. Specialization & focus
2. Decentralization of control
3. Independence in customer service
4. Managing conflicts effectively

Options :

89951450051. 1

89951450052. 2

89951450053. 3

89951450054. 4

Question Number : 7 Question Id : 89951412870 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which among the following is not an advantage of multi-channel retailing?

1. Increasing Assortments
2. Expanding Market Presence
3. Reduce Possible Conflicts
4. Provide an Integrated shopping experience

Options :

89951450055. 1

89951450056. 2

89951450057. 3

89951450058. 4

Question Number : 8 Question Id : 89951412871 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Channel power was discussed as derived from Rewards, Coercion, _____, Referent, and Expertise.

1. Legitimate
2. Employees
3. Monetary incentives
4. Information availability

Options :

89951450059. 1
89951450060. 2
89951450061. 3
89951450062. 4

Question Number : 9 Question Id : 89951412872 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In class the discussion on Omnichannel retailing discussed the differences among channels based on _____ and _____.

1. Information availability and Product availability
2. Information delivery and Product availability
3. Information delivery and product fulfillment
4. Information availability and product fulfillment

Options :

89951450063. 1
89951450064. 2
89951450065. 3
89951450066. 4

Question Number : 10 Question Id : 89951412873 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The retail activity that enables manufacturers to make and ship merchandise in large quantities, and enables consumers to purchase in smaller, more useful quantities are called

_____.

1. Providing Assortment
2. Breaking Bulk
3. Holding Inventory
4. None of the Above

Options :

- 89951450067. 1
- 89951450068. 2
- 89951450069. 3
- 89951450070. 4

Question Number : 11 Question Id : 89951412874 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Retailing often provides various utilities to consumers, these include (i) time, (ii) place, (iii) form and (iv) _____ utility.

1. Accessibility
2. Availability
3. Product
4. Possession

Options :

- 89951450071. 1
- 89951450072. 2
- 89951450073. 3
- 89951450074. 4

Question Number : 12 Question Id : 89951412875 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

In Retail stores we discussed about order sizes and order numbers. In common we find retail stores have _____ order sizes and _____ order numbers.

1. Large, Large
2. Small, Small
3. Small, Large
4. Large, Small

Options :

89951450075. 1
89951450076. 2
89951450077. 3
89951450078. 4

Question Number : 13 Question Id : 89951412876 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Retailers should aim to provide greater _____ to customers, as it helps in generating better experiences and repeated shopping from customers.

1. Convenience
2. Challenges
3. Price comparison points
4. Advertising campaigns

Options :

89951450079. 1
89951450080. 2
89951450081. 3
89951450082. 4

Question Number : 14 Question Id : 89951412877 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Many Retailers face the challenge of having to address the requirement of multiple customer segments. The retailer addresses this challenge by offering _____.

1. Greater discounts on products
2. Large assortment of products
3. Better displays within the store
4. Better trained employees.

Options :

- 89951450083. 1
- 89951450084. 2
- 89951450085. 3
- 89951450086. 4

Question Number : 15 Question Id : 89951412878 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

An organizations objective among other things should be _____.

1. Specific
2. Measurable
3. Time-bound
4. All of the above

Options :

- 89951450087. 1
- 89951450088. 2
- 89951450089. 3
- 89951450090. 4

Question Number : 16 Question Id : 89951412879 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The objective can be defined for a retail organization based on the _____ which the retail organization has identified.

1. Segmentation, Targeting, and Positioning
2. Pricing strategy
3. Location identified
4. Merchandise offered

Options :

- 89951450091. 1
- 89951450092. 2
- 89951450093. 3
- 89951450094. 4

Question Number : 17 Question Id : 89951412880 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

EST-based strategies illustrated that the retail strategy can be identified based on trying to be the retailer offering the latest and trendiest fashion apparel in the market. This is an example of a _____ based strategy.

1. Biggest
2. Cheapest
3. Hottest
4. Easiest

Options :

- 89951450095. 1
- 89951450096. 2
- 89951450097. 3
- 89951450098. 4

Question Number : 18 Question Id : 89951412881 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Pricing decisions in retail strategy is important because of which among the following factors?

1. Pricing is a key differentiating factor
2. Price and Quality have a close association in the customer's mind
3. Price determines the profitability of operations
4. All of the above

Options :

- 89951450099. 1
- 89951450100. 2
- 89951450101. 3
- 89951450102. 4

Question Number : 19 Question Id : 89951412882 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The last retail strategy element includes _____. Wherein the retail organization focuses on using data and analytics to assess retail performance.

1. Retail Planning
2. Retail Strategy Objectives
3. Retail Monitoring
4. None of the above

Options :

- 89951450103. 1
- 89951450104. 2
- 89951450105. 3
- 89951450106. 4

Question Number : 20 Question Id : 89951412883 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

McNair's (1958) theory that suggests the evolution of innovative retailers initially as low-price operators (focusing on low-cost and low-profit margins), over time evolving to enhance their services and move into higher-price operations is _____.

1. Scrambled Merchandising
2. Retail Accordion
3. Retail Life cycle
4. Wheel of retailing

Options :

- 89951450107. 1
- 89951450108. 2
- 89951450109. 3
- 89951450110. 4

Question Number : 21 Question Id : 89951412884 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Retail lifecycle discussion about online retailing mentioned that online retailing in India is currently in its _____ stage.

1. Introduction
2. Accelerated development
3. Maturity
4. Decline

Options :

- 89951450111. 1
- 89951450112. 2
- 89951450113. 3
- 89951450114. 4

Question Number : 22 Question Id : 89951412885 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Retail formats which are new in the market start at the _____ stage of the RLC, wherein their objective is to gain _____ customers.

1. Introduction, Innovators
2. Accelerated Development, Early Majority
3. Maturity, Laggards
4. Introduction, Early Majority

Options :

- 89951450115. 1
- 89951450116. 2
- 89951450117. 3
- 89951450118. 4

Question Number : 23 Question Id : 89951412886 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The wheel of retailing uses one of the assumptions to suggest that customers are less _____ to retail formats and more _____.

1. Rational, Loyal
2. Informed, Impulsive
3. Loyal, Price-conscious
4. None of the above

Options :

- 89951450119. 1
- 89951450120. 2
- 89951450121. 3
- 89951450122. 4

Question Number : 24 Question Id : 89951412887 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which among the following stages of the 5-stage decision-making model was associated with comparing products in the e-commerce platform?

1. Need recognition
2. Search for information
3. Evaluation of alternatives
4. Purchase

Options :

- 89951450123. 1
- 89951450124. 2
- 89951450125. 3
- 89951450126. 4

Question Number : 25 Question Id : 89951412888 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Needs that customers identify were classified in the class as _____ and _____.

1. Hedonic and Utilitarian
2. Hedonic and Psychological
3. Functional and Utilitarian
4. None of the above

Options :

- 89951450127. 1
- 89951450128. 2
- 89951450129. 3
- 89951450130. 4

Question Number : 26 Question Id : 89951412889 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Word of Mouth is known to be an informal consumer to consumer communication. Which of the following attributes also is associated with word of mouth.

1. It is paid
2. It is controlled by the marketer
3. It is always positive
4. It is not controlled by the marketer

Options :

- 89951450131. 1
- 89951450132. 2
- 89951450133. 3
- 89951450134. 4

Question Number : 27 Question Id : 89951412890 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Satisfaction was discussed in class as a comparison of the customer between the _____ and _____ of the offering.

1. Price and Quality
2. Expectation and Performance
3. Service and Warranty
4. Loyalty and Word of Mouth

Options :

- 89951450135. 1
- 89951450136. 2
- 89951450137. 3
- 89951450138. 4

Question Number : 28 Question Id : 89951412891 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

According to Rook (1987) the characteristics of Impulse purchase include _____.

1. Powerful urge to buy
2. Emotional conflict
3. Immediate urge to buy
4. All of the above

Options :

89951450139. 1

89951450140. 2

89951450141. 3

89951450142. 4

Question Number : 29 Question Id : 89951412892 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

According to the discussion in class a sustainable competitive advantage should be Valuable, Rare, _____ and organized

1. Easy
2. New
3. Inimitable
4. Cheap

Options :

89951450143. 1

89951450144. 2

89951450145. 3

89951450146. 4

Question Number : 30 Question Id : 89951412893 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which among the following are key factors that the organization should study before formulating the retail strategy objectives?

1. Organizations Vision, Mission, and Values
2. Internal Environmental factors
3. External Environmental factors
4. All of the above

Options :

89951450147. 1

89951450148. 2

89951450149. 3

89951450150. 4

Question Number : 31 Question Id : 89951412894 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The retail strategy framework discusses the retail location, merchandise, pricing, SCM, and other aspects of retail operation. These factors are part of the _____.

1. Retail strategy objectives
2. Retail mix
3. Retail monitoring
4. Environmental Analysis

Options :

89951450151. 1

89951450152. 2

89951450153. 3

89951450154. 4

Question Number : 32 Question Id : 89951412895 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The number of merchandise categories offered by a retailer is also called the

_____.

1. Variety
2. Assortment
3. Stock keeping unit
4. None of the above

Options :

89951450155. 1

89951450156. 2

89951450157. 3

89951450158. 4

Question Number : 33 Question Id : 89951412896 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Retailers who offer a limited variety and assortment of merchandise, with fast checkouts and speedy purchase cycles is called _____.

1. Specialty Stores
2. Convenience stores
3. Closeout Retailers
4. None of the above

Options :

89951450159. 1

89951450160. 2

89951450161. 3

89951450162. 4

Question Number : 34 Question Id : 89951412897 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The number of different items offered in a merchandise category by a retailer is called the

_____.

1. Variety
2. Assortment
3. Stock keeping unit
4. None of the above

Options :

89951450163. 1

89951450164. 2

89951450165. 3

89951450166. 4

Question Number : 35 Question Id : 89951412898 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Fashion retailers who have an end of season sale or festive season sale use _____ pricing mechanism.

1. EDLP
2. HiLO
3. Personalized
4. Penetration

Options :

89951450167. 1

89951450168. 2

89951450169. 3

89951450170. 4

Question Number : 36 Question Id : 89951412899 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

A retail store which is dominating one category of products by giving a large assortment of products with a category is called a _____ or in some cases a category killer.

1. Specialty Sores
2. Convenience stores
3. Closeout Retailers
4. Mass merchandisers

Options :

- 89951450171. 1
- 89951450172. 2
- 89951450173. 3
- 89951450174. 4

Question Number : 37 Question Id : 89951412900 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

_____ refers to the store's physical characteristics that project an image and draws customers into the store.

1. Atmospherics
2. Brand
3. Location
4. Private Label

Options :

- 89951450175. 1
- 89951450176. 2
- 89951450177. 3
- 89951450178. 4

Question Number : 38 Question Id : 89951412901 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Among the components of the store layout, which of the elements captures decisions about the flooring, lighting, scents, temperature, etc. of the store?

1. Interior Displays
2. StoreFront
3. Power Aisles
4. General Interior

Options :

89951450179. 1
89951450180. 2
89951450181. 3
89951450182. 4

Question Number : 39 Question Id : 89951412902 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In a fashion retail store, you find that the T-shirts are arranged in such a format that one section of the display has T-shirts priced from Rs. 0-499, while another has 500-999, and a third section has those in the Rs. 1000 and above range. This is an example of _____.

1. Price lining
2. Cross merchandising
3. Thematic presentation
4. Vertical merchandising

Options :

89951450183. 1

89951450184. 2

89951450185. 3

89951450186. 4

Question Number : 40 Question Id : 89951412903 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Generally, retailers use a _____ to ensure that the visual merchandising elements across various stores in a chain are standardized.

1. Strategic plan
2. Planogram
3. Store manager ideas
4. None of the above

Options :

89951450187. 1

89951450188. 2

89951450189. 3

89951450190. 4

Question Number : 41 Question Id : 89951412904 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What are the key factors, which highlight the importance of pricing in the retail context?

1. Price is strongly associated with perceived quality
2. Prices are important considerations while evaluating the value
3. Price is a factor contributing to the overall image of the retailer
4. All of the above

Options :

- 89951450191. 1
- 89951450192. 2
- 89951450193. 3
- 89951450194. 4

Question Number : 42 Question Id : 89951412905 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Advantages of Hi-Lo pricing strategy as compared to EDLP include all of the following except

_____.

1. Increased profits
2. Higher excitement
3. Sells merchandise easily
4. Reduces advertising and operating expenses

Options :

- 89951450195. 1
- 89951450196. 2
- 89951450197. 3
- 89951450198. 4

Question Number : 43 Question Id : 89951412906 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Many cell phone companies launch a phone at a high price point, but then reduce the prices as time passes by. This can be best explained as _____.

1. Variable pricing
2. Market Skimming
3. Odd pricing
4. None of the above

Options :

89951450199. 1
89951450200. 2
89951450201. 3
89951450202. 4

Question Number : 44 Question Id : 89951412907 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Some retailers using the pricing in the format of Rs. 11.95 is an example of _____.

1. Variable pricing
2. Market Skimming
3. Odd pricing
4. None of the above

Options :

89951450203. 1
89951450204. 2

89951450205. 3

89951450206. 4

Question Number : 45 Question Id : 89951412908 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

A _____ layout of the store is has a major aisle that loops around the store to guide customer traffic around different departments in the store.

1. Grid
2. Racetrack
3. Boutique
4. None of the above

Options :

89951450207. 1

89951450208. 2

89951450209. 3

89951450210. 4

Question Number : 46 Question Id : 89951412909 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

A grid layout allows you to have _____ type of traffic within the store.

1. Curved
2. Free-flowing
3. Straight
4. None of the above

Options :

89951450211. 1

89951450212. 2

89951450213. 3

89951450214. 4

Question Number : 47 Question Id : 89951412910 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

A _____ layout of the store is arranged with fixtures and aisles in an asymmetric pattern providing a relaxing, intimate environment.

1. Grid
2. Racetrack
3. Boutique
4. None of the above

Options :

89951450215. 1
89951450216. 2
89951450217. 3
89951450218. 4

Question Number : 48 Question Id : 89951412911 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

A fashion retailer giving 2 seasonal sale discounts of 33% off is an example of _____ pricing, while a departmental store offering a year-round discount of 5% on all merchandise is an example of _____ pricing.

1. EDLP, HiLo
2. HiLO, EDLP
3. Odd, EDLP
4. HiLO, Odd

Options :

89951450219. 1

89951450220. 2

89951450221. 3

89951450222. 4

Question Number : 49 Question Id : 89951412912 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Some customers feel like they should buy more than they had planned, because of them having received a heavily discounted deal. This was explain in class as _____.

1. Impulse purchase
2. Shopping momentum effect
3. Price discrimination
4. None of the above

Options :

89951450223. 1

89951450224. 2

89951450225. 3

89951450226. 4

Question Number : 50 Question Id : 89951412913 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following pricing techniques provides the most excitement and achievement orientation to customers?

1. HiLO
2. EDLP
3. Market Skimming
4. None of the above

Options :

- 89951450227. 1
- 89951450228. 2
- 89951450229. 3
- 89951450230. 4

Question Number : 51 Question Id : 89951412914 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

One effective method of using pricing to capture price-sensitive customers is to use _____; wherein heavy discounts are provided to quickly sell off merchandise.

1. Markdowns
2. Frequent buyer programs
3. Cashbacks
4. None of the above

Options :

- 89951450231. 1
- 89951450232. 2
- 89951450233. 3
- 89951450234. 4

Question Number : 52 Question Id : 89951412915 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Some retailers decided to provide heavy discounts to products which are already heavily discounted. This practice is known as _____.

1. Early markdown
2. Late markdown
3. Staggered markdown
4. Storewide clearance

Options :

89951450235. 1
89951450236. 2
89951450237. 3
89951450238. 4

Question Number : 53 Question Id : 89951412916 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Sometimes retailers predefine the stage and time of providing heavy discounts to customers on merchandise. This practice is known as _____.

1. Early markdown
2. Late markdown
3. Staggered markdown
4. Storewide clearance

Options :

89951450239. 1
89951450240. 2
89951450241. 3
89951450242. 4

Question Number : 54 Question Id : 89951412917 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Why is HRM of great importance to the retailing context?

1. Retailing is a service, and employees play a vital role in customer experience
2. Great employees become a competitive advantage to the retail organization
3. Retailing is labor-intensive and good HRM practices are essential to retail employees
4. All of the above

Options :

- 89951450243. 1
- 89951450244. 2
- 89951450245. 3
- 89951450246. 4

Question Number : 55 Question Id : 89951412918 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

GMROL is a simple method of calculating retail employee productivity, which is calculated as _____ / Number of full-time equivalent employees.

1. Sales
2. Gross Profit
3. Net Profit
4. Employee Salaries

Options :

- 89951450247. 1
- 89951450248. 2

89951450249. 3

89951450250. 4

Question Number : 56 Question Id : 89951412919 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Higher employee satisfaction will lead to lower _____.

1. Turnover
2. Costs
3. Sales
4. Gross Margins

Options :

89951450251. 1

89951450252. 2

89951450253. 3

89951450254. 4

Question Number : 57 Question Id : 89951412920 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The first activity of HRM involves identifying the attributes of the people who are required at the organization. This is also known as _____.

1. Hiring
2. Selection
3. Recruitment
4. None of the above

Options :

- 89951450255. 1
- 89951450256. 2
- 89951450257. 3
- 89951450258. 4

Question Number : 58 Question Id : 89951412921 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Retail organizations which focus too much on variable or sales linked compensation to employees have a risk of _____.

1. Employees leaving the organization faster
2. Employees pushing the customer to buy more and thereby annoying the customers
3. Employees being demotivated to work
4. None of the above

Options :

- 89951450259. 1
- 89951450260. 2
- 89951450261. 3
- 89951450262. 4

Question Number : 59 Question Id : 89951412922 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

ABC retail has a unique supervision philosophy. While they have very strict guidelines and low autonomy for employees who work in the store, employees in the management roles are given great flexibility and autonomy. This can be understood as following _____ supervising style for store employees and treating managers as _____.

1. Partners, Self-Managers
2. Conservative, self-managers
3. Conservatives, conservative
4. None of the above

Options :

- 89951450263. 1
- 89951450264. 2
- 89951450265. 3
- 89951450266. 4

Question Number : 60 Question Id : 89951412923 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which among the following is not an essential decision factor while making merchandise plans?

1. Target customer behavior/ preferences
2. Retail image
3. Visual merchandising plan
4. Supplier capability

Options :

- 89951450267. 1
- 89951450268. 2
- 89951450269. 3
- 89951450270. 4

Question Number : 61 Question Id : 89951412924 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The potential profitability of the merchandising plan designed by you would depend on the

_____.

1. Availability of substitutes
2. PLC stage of the product
3. Competitive dynamics in the marketplace
4. All of the above

Options :

- 89951450271. 1
- 89951450272. 2
- 89951450273. 3
- 89951450274. 4

Question Number : 62 Question Id : 89951412925 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Some retailers who sell apparel also focus on selling accessories to be used with clothes. Such practices can be best known as _____.

1. Cross-merchandising
2. Diversification
3. Category Killers
4. All of the above

Options :

89951450275. 1

89951450276. 2

89951450277. 3

89951450278. 4

Question Number : 63 Question Id : 89951412926 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What among the following conditions supports the manufacturers (not retailers) adopting a private label strategy?

1. To compete with own brands in the retail space
2. Ability to utilize excess capacity
3. Ability to have more bargaining power with retailers
4. To be able to charge a higher price on these private labels

Options :

89951450279. 1

89951450280. 2

89951450281. 3

89951450282. 4

Question Number : 64 Question Id : 89951412927 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Category management helps in achieving a _____ merchandising plan, whereby the organisation manages each category as _____ to maximize the returns.

1. Strategic, a profit center
2. Decentralized, SBU
3. Strategic, new business
4. None of the above

Options :

89951450283. 1

89951450284. 2

89951450285. 3

89951450286. 4

Question Number : 65 Question Id : 89951412928 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The most important advantage of category management is _____.

1. The retailer's ability to manage the innumerable SKUs in the merchandise without losing focus.
2. To negotiate better with the suppliers and get better deals
3. To ensure the availability of products as and when required
4. None of the above

Options :

89951450287. 1

89951450288. 2

89951450289. 3

89951450290. 4

Question Number : 66 Question Id : 89951412929 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

ABD Ltd manufactures soaps. They pay a fixed sum of money to XYZ Retail Ltd to ensure that their soap is displayed on a separate shelf near the counter in all stores. Such arrangement are also called _____.

1. Sales promotion
2. Slotting allowances
3. Display fee
4. Shelving allowance

Options :

- 89951450291. 1
- 89951450292. 2
- 89951450293. 3
- 89951450294. 4

Question Number : 67 Question Id : 89951412930 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

ABD Ltd manufactures soaps that are sold through XYZ Retail Ltd. As per the arrangement of purchase XYZ Retail Ltd owns the merchandise immediately after it leaves the factory of ABC. This arrangement is also called _____.

- 1. Consignment-based arrangement
- 2. Memorandum-based purchase
- 3. Ownership arrangement
- 4. None of the above

Options :

- 89951450295. 1
- 89951450296. 2
- 89951450297. 3
- 89951450298. 4

Question Number : 68 Question Id : 89951412931 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Innovativeness with regard to merchandising planning and buying decision refers to _____.

1. New vendors from who buying happens
2. Percentage of new products in the merchandise plan
3. Innovate statistical techniques used in making merchandising plans
4. None of the above

Options :

89951450299. 1

89951450300. 2

89951450301. 3

89951450302. 4

Question Number : 69 Question Id : 89951412932 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Most often the billing desk clerk of a retail store will use a small handheld device to scan the product. A technology which is often used for this purpose in most retail locations known as

_____.

1. UPC
2. QR Code
3. RFID
4. None of the above

Options :

89951450303. 1

89951450304. 2

89951450305. 3

89951450306. 4

Question Number : 70 Question Id : 89951412933 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which statistical technique is used to forecast the demand for seasonal merchandise?

1. Qualitative analysis
2. Linear Regression
3. Time series decomposition
4. None of the above

Options :

89951450307. 1

89951450308. 2

89951450309. 3

89951450310. 4

Question Number : 71 Question Id : 89951412934 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which among the following is/are the major advantage of using RFID in the retail context?

1. Reducing theft
2. Managing Inventory
3. Improving Logistics
4. All of the above

Options :

89951450311. 1

89951450312. 2

89951450313. 3

89951450314. 4

Question Number : 72 Question Id : 89951412935 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In some retail contexts, the restocking alert is automatically generated based on safety stock levels. This can be an example of _____.

1. Vendor managed inventory
2. Just in time procurement
3. ERP solutions
4. None of the above

Options :

89951450315. 1

89951450316. 2

89951450317. 3

89951450318. 4

Question Number : 73 Question Id : 89951412936 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which among the following is not a substantial reason for the Bullwhip effect?

1. Delay in ordering and receiving the merchandise
2. Overreacting to shortages
3. A sudden surge in demand
4. Ordering in batches

Options :

89951450319. 1

89951450320. 2

89951450321. 3

89951450322. 4

Question Number : 74 Question Id : 89951412937 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

A bullwhip effect can be avoided by ensuring all of the following except _____.

1. There is no delay between ordering and receiving the merchandise
2. The store manager forecasts well and doesn't overreact to shortages
3. The organization orders and fulfills these orders in small batches
4. Stores act independently with autonomy

Options :

89951450323. 1
89951450324. 2
89951450325. 3
89951450326. 4

Question Number : 75 Question Id : 89951412938 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

_____ is when the suppliers themselves can identify what is the requirement of products in multiple distribution centers and what is the requirement of products in multiple stores depending on a safe stock that is to be maintained in the store.

1. Vendor managed inventory
2. Vertically integrated distribution
3. Channel management system
4. None of the above

Options :

89951450327. 1
89951450328. 2
89951450329. 3
89951450330. 4

Question Number : 76 Question Id : 89951412939 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

A stock out situation in a retail store can lead to _____.

1. Customer dissatisfaction
2. Customer defection to other stores
3. Lost revenue
4. All of the above

Options :

- 89951450331. 1
- 89951450332. 2
- 89951450333. 3
- 89951450334. 4

Question Number : 77 Question Id : 89951412940 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Virtual or actual interactions of the customer with the firm's products, services, communication, places, people, processes, technologies, etc. are also known as _____.

1. Moment of truth
2. Experience
3. Touchpoints
4. Engagement

Options :

- 89951450335. 1
- 89951450336. 2
- 89951450337. 3
- 89951450338. 4

Question Number : 78 Question Id : 89951412941 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

ABC retail employs 25 consultants to routinely visit and shop at their retail stores. These consultants are then required to report their shopping experience to the senior management, to understand the performance of each store. Such practices are known as _____.

1. Phantom shopping
2. Mystery Shopping
3. Observational Research
4. None of the above

Options :

89951450339. 1
89951450340. 2
89951450341. 3
89951450342. 4

Question Number : 79 Question Id : 89951412942 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Vishal buys a mobile phone from a retail store. He experiences the phone's features and quality while using the phone after purchase. This can be termed as the _____ experience.

1. Functional
2. Sensory
3. Perceptual
4. All of the above

Options :

- 89951450343. 1
- 89951450344. 2
- 89951450345. 3
- 89951450346. 4

Question Number : 80 Question Id : 89951412943 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which among the following is not an advantage of having a strong retail brand?

- 1. Better customer awareness and recall
- 2. Greater likelihood of forming favorable associations
- 3. Efficient supply chain and logistics operations
- 4. Likelihood of lower employee turnover

Options :

- 89951450347. 1
- 89951450348. 2
- 89951450349. 3
- 89951450350. 4

Question Number : 81 Question Id : 89951412944 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Many companies follow a strategy similar to Reliance in India, wherein you have multiple retail chains associated with reliance such as RelianceFresh, RelianceSmart, RelianceDigital, RelianceTrends, etc for different categories of products. This is an example of _____ branding strategy.

1. Corporate
2. Aggregate
3. Umbrella
4. Diversified

Options :

- 89951450351. 1
- 89951450352. 2
- 89951450353. 3
- 89951450354. 4

Question Number : 82 Question Id : 89951412945 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Pricing is an essential element of the retail image created in the customer's mind because _____.

1. Price is closely associated with quality perception
2. Higher price attracts more customers
3. Pricing is often used in advertising messages
4. None of the above – Pricing is not a significant factor in the retail image.

Options :

- 89951450355. 1

89951450356. 2

89951450357. 3

89951450358. 4

Question Number : 83 Question Id : 89951412946 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The IT infrastructure which enables the seamless communication of merchandise requirements between the planning department, distribution centers, and manufacturing facilities is part of the _____ process.

1. Information flow
2. Merchandise flow
3. Logistic planning
4. None of the above

Options :

89951450359. 1

89951450360. 2

89951450361. 3

89951450362. 4

Question Number : 84 Question Id : 89951412947 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The biggest advantage of using smart IT solutions in the retailing context is to ensure the consumers have access to the right products, at the right place, at the right _____ and right _____.

1. Promotion, Time
2. Quantity, Price
3. Price, Time
4. Price, Promotion

Options :

- 89951450363. 1
- 89951450364. 2
- 89951450365. 3
- 89951450366. 4

Question Number : 85 Question Id : 89951412948 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which among the following is/are the applications of data collected from the PoS system?

1. Efficient planning of demand for products for the future
2. Accurate estimation of stock within the store and shrinkage/theft
3. Ability to analyze data at a customer level to understand buying patterns.
4. All of the above

Options :

- 89951450367. 1

89951450368. 2

89951450369. 3

89951450370. 4

Question Number : 86 Question Id : 89951412949 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Many retail organizations use IT infrastructure to retain customers and build customer loyalty.

Which IT application from the below is frequently used for such purposes?

1. Loyalty programs
2. Sales promotions programs on social media
3. Advertising campaigns on the digital media
4. All of the above

Options :

89951450371. 1

89951450372. 2

89951450373. 3

89951450374. 4

Question Number : 87 Question Id : 89951412950 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

RFM analysis was discussed in class as a method of CPM. RFM used recency, _____, and monetary value of customers to evaluate their relative importance.

1. Friendliness
2. Frequency
3. Frequently
4. Future

Options :

- 89951450375. 1
- 89951450376. 2
- 89951450377. 3
- 89951450378. 4

Question Number : 88 Question Id : 89951412951 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

ABC retail spends Rs. 1 Lac on local print advertisements in 2019 intending to acquire new customers. In the whole year of 2019, they had acquired a total of 15000 new customers, of whom 3000 came from their loyalty rewards program. What is ABC's acquisition cost from the advertising channel?

1. 5.33
2. 6.66
3. 8.33
4. 33.33

Options :

89951450379. 1
89951450380. 2
89951450381. 3
89951450382. 4

Question Number : 89 Question Id : 89951412952 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which among the following is not an example of a primary data collection method in the retail space?

1. Published reports of trade associations
2. Survey research for customer behavior research
3. Market trends published by consulting firms
4. Academic research published in academic journals

Options :

89951450383. 1
89951450384. 2
89951450385. 3
89951450386. 4

Question Number : 90 Question Id : 89951412953 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which among the following is not an advantage of primary data as compared to secondary data?

1. Completeness
2. Contextual relevance
3. Availability
4. Control

Options :

- 89951450387. 1
- 89951450388. 2
- 89951450389. 3
- 89951450390. 4

Question Number : 91 Question Id : 89951412954 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

A retailer conducts interviews with customers in a random fashion. The data is then used to assess areas of improvement for the retailer. Such data can be best classified as _____, and _____.

1. Primary and quantitative
2. Primary and qualitative
3. Secondary and qualitative
4. Secondary and quantitative

Options :

89951450391. 1
89951450392. 2
89951450393. 3
89951450394. 4

Question Number : 92 Question Id : 89951412955 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which among the following is best explains the role of direct marketing in the online retail scenario?

1. Manufacturers directly sell to the consumer without any intermediaries.
2. Retailers directly sell to the consumer without any intermediaries.
3. Customers directly sell to the other consumer without any intermediaries.
4. None of the above.

Options :

89951450395. 1
89951450396. 2
89951450397. 3
89951450398. 4

Question Number : 93 Question Id : 89951412956 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Online retail stores provide customers with all of the following advantages except ____.

1. Convenience to shopping anytime
2. Delivery at the customer's doorstep
3. Ability to always physically evaluate the product before purchase
4. Ability to compare the prices of competitive products on the platform

Options :

89951450399. 1

89951450400. 2

89951450401. 3

89951450402. 4

Question Number : 94 Question Id : 89951412957 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which among the following is not a factor reducing the cost and thereby the price of products in an online store context?

1. Rental/Leasing costs of retail outlets
2. Warehousing and inventory handling
3. Cost of damages and returns
4. None of the above

Options :

89951450403. 1

89951450404. 2

89951450405. 3

Question Number : 95 Question Id : 89951412958 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Consider the following two statements and choose the best answer from the options. (A) The long tail theory of e-commerce explains the difference in marketplace offerings concerning their individual demand, (B) products in the short head are generally scarcely demanded in the physical retail context.

1. (A) – True, (B) – True
2. (A) – True, (B) - False
3. (A) – False, (B) - True
4. (A) – False, (B) - False

Options :

- 89951450407. 1
- 89951450408. 2
- 89951450409. 3
- 89951450410. 4

Question Number : 96 Question Id : 89951412959 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The theory of long-tail explained in class mentioned a few limitations of physical retail stores to carry all the products in a particular category. This was explained from the perspective of all of the following except _____.

1. Low inventory turnover ratio
2. Low GMROL
3. Low GMROF
4. None of the above

Options :

- 89951450411. 1
- 89951450412. 2
- 89951450413. 3
- 89951450414. 4

Question Number : 97 Question Id : 89951412960 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The two sided marketplace can be best understood as _____.

1. An online marketplace for buying and selling used goods.
2. Any platform which integrated buyers and sellers in one place
3. A platform that is predominantly focusing on rental services
4. None of the above

Options :

- 89951450415. 1
- 89951450416. 2

89951450417. 3

89951450418. 4

Question Number : 98 Question Id : 89951412961 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

A method to analyze the large volume of qualitative data which is generated in social media/online spaces is called _____.

- a. Linear regression
- b. Sentiment analysis
- c. Survey research
- d. Qualitative interviews

Options :

89951450419. 1

89951450420. 2

89951450421. 3

89951450422. 4

Question Number : 99 Question Id : 89951412962 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

A retail store makes very elaborate decorations within their stores for the occasion of Diwali, this can be best understood as a method of enhancing the _____ experience.

1. Functional
2. Perceptual
3. Sensory
4. None of the above

Options :

- 89951450423. 1
- 89951450424. 2
- 89951450425. 3
- 89951450426. 4

Question Number : 100 Question Id : 89951412963 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

You are planning to buy a mobile phone, you visit www.amazon.com to evaluate the products. You like two products but are unable to decide. Finally, you visit a nearby Reliance Digital physical store to evaluate the product. After the visit to the store, you order the phone from the Amazon.com app on your phone. This is an example of _____.

1. Cross-chopping
2. Omnichannel
3. Showrooming
4. Webrooming

Options :

- 89951450427. 1
- 89951450428. 2
- 89951450429. 3
- 89951450430. 4