National Testing Agency

Question Paper Name :	Introduction to Retail Management 30 Sep 2020 Shift 1
Subject Name :	Introduction to Retail Management
Creation Date :	2020-09-30 13:30:26
Duration :	180
Number of Questions :	54
Total Marks :	100
Display Marks:	Yes

Introduction to Retail Management

Group Number :	1
Group Id :	89951472
Group Maximum Duration :	0
Group Minimum Duration :	120
Show Attended Group? :	No
Edit Attended Group? :	No
Break time :	0
Group Marks :	100
Is this Group for Examiner? :	No

Introduction to Retail Management-1

Section Id :	89951484
Section Number :	1
Section type :	Online
Mandatory or Optional :	Mandatory
Number of Questions :	10
Number of Questions to be attempted :	10

Question Number : 1 Question Id : 8995146378 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

(i) 'Selecting the pricing objective' is the first step in a typical retail price development process.

(ii) Once the merchandising team has made their merchandise plan, they forward the same to "Store Managers".

1. (i) True (ii) True
2. (i) True (ii) False
3. (i) False (ii) True
4. (i) False (ii) False

Options :

89951425144. 1

89951425145. 2

89951425146. 3

89951425147. 4

Question Number : 2 Question Id : 8995146379 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

(i) ELDP always means that it is the lowest price in the market.
(ii) Cyclical Theory proposes that retail Institutions begin with one state, go through cycles and return to the original state.

1. (i) True (ii) True
2. (i) True (ii) False
3. (i) False (ii) True
4. (i) False (ii) False

Options :

89951425148. 1
89951425149. 2
89951425150. 3
89951425151. 4

Question Number : 3 Question Id : 8995146380 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

(i) Demand oriented pricing method seeks to estimate the quantities customers would buy at different prices and focuses on the stated sales goals.
(ii) "Category" in retail management, is an assortment of items that customers see as a reasonable substitute for each other.

1. (i) True (ii) True
2. (i) True (ii) False
3. (i) False (ii) True
4. (i) False (ii) False

Options :

89951425152. 1
89951425153. 2
89951425154. 3
89951425155. 4

Question Number : 4 Question Id : 8995146381 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

(i) Asset Turnover ratio is the retailer's net sales divided by its total assets.
(ii) Wheel of retailing can be used to explain all possible retail formats and their evolution.

1. (i) True (ii) True
2. (i) True (ii) False
3. (i) False (ii) True
4. (i) False (ii) False

Options :
89951425156. 1
89951425157. 2
89951425158. 3
89951425159. 4

Question Number : 5 Question Id : 8995146382 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

(i) Net Profit Margin is a good indicator of the retail firm's profitability in future.
(ii) Leased Departments broaden the merchandise or service offerings of the store and hence the target consumer base

1. (i) True (ii) True
2. (i) True (ii) False
3. (i) False (ii) True
4. (i) False (ii) False

Options :
89951425160. 1
89951425161. 2
89951425162. 3
89951425163. 4

Question Number : 6 Question Id : 8995146383 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

(i) Non-alcoholic beverages can be a category in a supermarket whereas aerated soft drinks can be a category in a convenience store.
(ii) The store manager is responsible for the availability of merchandise in the store; But he is not responsible for delay in delivery.

1. (i) True (ii) True
2. (i) True (ii) False
3. (i) False (ii) True
4. (i) False (ii) False

Options :
89951425164. 1
89951425165. 2
89951425166. 3
89951425167. 4

Question Number : 7 Question Id : 8995146384 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

(i) Most of the brand stores in emerging markets can be classified as fully integrated VMS whereas the apparel or food stores are partially integrated
(ii) A retail business model will change significantly for different retail formats viz. Brick and mortar stores, Click and mortar stores, pure online players and mobile app-based formats.

1. (i) True (ii) True
2. (i) True (ii) False
3. (i) False (ii) True
4. (i) False (ii) False

Options :
89951425168. 1
89951425169. 2

89951425170. 3
89951425171. 4

Question Number : 8 Question Id : 8995146385 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

(i) Business Model framework needs to propagate a compelling story regarding the value proposition to
the public so that the revenue is better than the cost of doing business.
(ii) A strategic profit model measures the performance of the firm based on asset-liability ratio rather
than profitability or market share.

1. (i) True (ii) True
2. (i) True (ii) False
3. (i) False (ii) True
4. (i) False (ii) False

Options :
89951425172. 1
89951425173. 2
89951425174. 3
89951425175. 4

Question Number : 9 Question Id : 8995146386 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

(i) Mark-up pricing is a cost-oriented pricing method whereas Hi-Lo is a competitor-oriented pricing
method.
(ii) The significance difference between Direct Marketing and Direct selling is customer focus as the
starting point

1. (i) True (ii) True
2. (i) True (ii) False
3. (i) False (ii) True
4. (i) False (ii) False

Question Number : 10 Question Id : 8995146387 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

(i) Nature of retail competition in any vertical results from the interplay of supply and demand.
(ii) The starting point of Price setting policy is selecting pricing objective.

1. (i) True (ii) True
2. (i) True (ii) False
3. (i) False (ii) True
4. (i) False (ii) False

Introduction to Retail Management-2

Section Id :	89951485
Section Number :	2
Section type :	Online
Mandatory or Optional :	Mandatory
Number of Questions :	40
Number of Questions to be attempted :	40
Section Marks :	80
Mark As Answered Required? :	Yes

Question Number : 11 Question Id : 8995146388 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

_____ is the overhead cost associated with the retail business operations viz. salaries, advertising, utilities, office supplies, rentals and transportation from the warehouse to the stores.

1. Cost of Goods sold
2. Sales, General and Administrative expense
3. Net sales
4. Gross margin

Options :

89951425184. 1

89951425185. 2

89951425186. 3

89951425187. 4

Question Number : 12 Question Id : 8995146389 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

In the context of Retail Management, the 'Strategic Profit Model' measures the performance of a firm based on _____

1. Return on Sales
2. Return on Assets
3. Revenue
4. None of the above

Options :

89951425188. 1

89951425189. 2
89951425190. 3
89951425191. 4

Question Number : 13 Question Id : 8995146390 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 2 Wrong Marks : 0

The _____ measure evaluates a firm's performance, i.e., profit against the cost that is incurring
to generate the profit.

1. Return on Sales
2. Return on Assets
3. Revenue
4. Turnover

Options :
89951425192. 1
89951425193. 2
89951425194. 3
89951425195. 4

Question Number : 14 Question Id : 8995146391 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 2 Wrong Marks : 0

Which of the following retail firms is **more** efficient, by looking at the assets and profits of these two
firms A and B:

Firm A: Assets: Rs. 300 million and Profit: 20 million
Firm B: Assets: Rs. 600 million and Profit: 20 million

1. Firm A
2. Firm B
3. Both have same efficiency
4. Insufficient data

Options :

89951425196. 1
89951425197. 2
89951425198. 3
89951425199. 4

Question Number : 15 Question Id : 8995146392 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 2 Wrong Marks : 0

Which of the following is correct in the retail management context?
1. Net Profit Margin / Asset Turnover = Return on Assets
2. Net Profit Margin x Asset Turnover = Return on Assets
3. Asset Turnover / Net Profit Margin = Return on Assets
4. Return on Assets / Asset Turnover = Net Profit Margin

Options :
89951425200. 1
89951425201. 2
89951425202. 3
89951425203. 4

Question Number : 16 Question Id : 8995146393 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 2 Wrong Marks : 0

_____ is the measure of profitability of the retail organization from its current and
continuing operations.
1. Net Profit Margin
2. Return on Assets
3. Revenue of Retail firm
4. Asset Turnover

Options :
89951425204. 1
89951425205. 2
89951425206. 3
89951425207. 4

Question Number : 17 Question Id : 8995146394 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 2 Wrong Marks : 0

_____ indicates how much a retailer is generating out of its investments in assets.

1. Return on Assets
2. Revenue of Retail firm
3. Asset Turnover
4. Net Profit Margin

Options :

89951425208. 1

89951425209. 2

89951425210. 3

89951425211. 4

Question Number : 18 Question Id : 8995146395 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 2 Wrong Marks : 0

Which of the following is correct in the retail management context?

1. Net Profit / Asset Turnover = Net Profit Margin
2. Net Profit / Total Sales = Net Profit Margin
3. Total Sales / Net Profit = Net Profit Margin
4. Total Sales x Net Profit = Net Profit Margin

Options :

89951425212. 1

89951425213. 2

89951425214. 3

89951425215. 4

Question Number : 19 Question Id : 8995146396 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 2 Wrong Marks : 0

Operating profit margin is computed as _____.

1. net sales minus the cost of goods sold
2. gross margin minus operating expenses
3. operating expenses minus gross margin
4. total sales minus operating expenses

Options :

89951425216. 1

89951425217. 2

89951425218. 3

89951425219. 4

Question Number : 20 Question Id : 8995146397 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Gross margin percentage = _____

1. Net sales / Gross margin
2. Gross margin / Net sales
3. Total sales / Gross margin
4. Total Sales / Net Sales

Options :

89951425220. 1

89951425221. 2

89951425222. 3

89951425223. 4

Question Number : 21 Question Id : 8995146398 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which of the following are Food-based retailers?
1. Variety stores and supermarkets
2. Convenience stores and warehouse stores
3. Variety stores and departmental stores
4. Warehouse stores and Supermarket

Options :

89951425224. 1

89951425225. 2

89951425226. 3

89951425227. 4

Question Number : 22 Question Id : 8995146399 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Who are the key stakeholders in a retail business involving food and grocery?

1. Manufacturer and Suppliers
2. Consumers and Retailers
3. Third party logistics, Hardware equipment and service providers
4. All of the above

Options :

89951425228. 1

89951425229. 2

89951425230. 3

89951425231. 4

Question Number : 23 Question Id : 8995146400 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

From the following data, find out which company has higher Asset Turnover ratio?

	Company X	Company Y	Company Z
Net Sales	14000	16000	18000
Total Assets	6000	12000	10000

1. Company X
2. Company Y
3. Company Z
4. Both X and Y has same Asset Turnover ratio

Options :

89951425232. 1
89951425233. 2
89951425234. 3
89951425235. 4

Question Number : 24 Question Id : 8995146401 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

_____ is computed as the ratio of short-term assets to short term liabilities.

1. Debt equity ratio
2. Current ratio
3. Inventory turnover
4. Operating cash flow ratio

Options :

89951425236. 1
89951425237. 2
89951425238. 3
89951425239. 4

Question Number : 25 Question Id : 8995146402 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

The retailer's total debt (short term + long term) divided by the value of the owner's or stockholder's equity in the firm is _____.

1. Debt equity ratio
2. Current ratio
3. Acid test ratio
4. Inventory turnover

Options :

89951425240. 1

89951425241. 2

89951425242. 3

89951425243. 4

Question Number : 26 Question Id : 8995146403 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

_____ is the grouping of merchandize into various departments, classes and so on.

1. Category
2. Merchandize classification
3. SKU
4. None of the above

Options :

89951425244. 1

89951425245. 2

89951425246. 3

89951425247. 4

Question Number : 27 Question Id : 8995146404 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

The smallest unit available for keeping the inventory is called _____.
1. Category
2. Merchandize classification
3. Stock Keeping Unit
4. None of the above

Options :
89951425248. 1
89951425249. 2
89951425250. 3
89951425251. 4

Question Number : 28 Question Id : 8995146405 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

In the retail management context, Inventory Turnover = _____
1. Total sales/ Total Inventory
2. Sales / Cost of Goods sold
3. Net sales / Average Inventory
4. Gross margin / Net sales

Options :
89951425252. 1
89951425253. 2
89951425254. 3
89951425255. 4

Question Number : 29 Question Id : 8995146406 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

If a customer is looking for 'slim fit' type shirt, then which level of merchandise classification he is into?
1. Class
2. Department
3. Sub-class
4. Style

Question Number : 30 Question Id : 8995146407 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which of the following are the external factors that influence the supply-demand scenario & retail price?

1. Consumer Price Sensitivity
2. Economic, legal and technology scenario
3. Competition
4. All of the above

Options :

89951425260. 1

89951425261. 2

89951425262. 3

89951425263. 4

Question Number : 31 Question Id : 8995146408 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

The pricing objective must draw its inspiration from which of the following?

1. Overall organizational objectives
2. Organizational strategy
3. Merchandize strategy
4. All of the above

Options :

89951425264. 1

89951425265. 2

89951425266. 3

89951425267. 4

Question Number : 32 Question Id : 8995146409 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

The market penetration strategy is used when:
1. Customers are highly sensitive to price
2. Low price discourage competition
3. Sales volume increases much more in comparison to retail costs
4. All of the above

Options :

89951425268. 1

89951425269. 2

89951425270. 3

89951425271. 4

Question Number : 33 Question Id : 8995146410 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

What does a demand ceiling define?
1. It defines the maximum that consumers will pay for a product
2. It defines the minimum that consumers should pay for a product
3. It defines the maximum price that manufacturer sets for a product
4. None of the above

Options :

89951425272. 1

89951425273. 2

89951425274. 3

89951425275. 4

Question Number : 34 Question Id : 8995146411 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

What is the assumption of 'prestige pricing'?

1. The assumption that high prices connote high quality and low prices connote low quality
2. Consumers do not buy products with too low prices as it might indicate that low price means low status and low quality
3. Consumers buy only luxury or very high price products
4. None of the above

Options :

89951425276. 1

89951425277. 2

89951425278. 3

89951425279. 4

Question Number : 35 Question Id : 8995146412 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

_____ stresses continuity of retail prices at a level somewhere between the regular non-sale price and the deep discount sale price of the retailer's competitors.

1. Markup Pricing
2. High Low Pricing
3. Everyday Low Pricing
4. Demand Oriented Pricing

Options :

89951425280. 1

89951425281. 2

89951425282. 3

89951425283. 4

Question Number : 36 Question Id : 8995146413 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Mark up Percentage (at retail) = _____
1. Retail Selling Price / Merchandise Cost
2. Merchandise Cost / Retail Selling Price
3. (Retail Selling Price - Merchandise Cost) / Retail Selling Price
4. (Retail Selling Price - Merchandise Cost) / Merchandise Cost

Options :

89951425284. 1

89951425285. 2

89951425286. 3

89951425287. 4

Question Number : 37 Question Id : 8995146414 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

With _____ strategy, retailers offer prices that are sometimes above their competitors EDLP but they use advertising to promote frequent sales.
1. High-Low pricing
2. Deep discount pricing
3. Mark-up Pricing
4. Demand Oriented Pricing

Options :

89951425288. 1

89951425289. 2

89951425290. 3

89951425291. 4

Question Number : 38 Question Id : 8995146415 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

The micro-model of consumer response assume that the buyer passes through (i) _____, (ii) _____ and (iii) _____ in the specific order.
1. (i) Cognitive stage, (ii) Affective stage and (iii) Attitude stage
2. (i) Cognitive stage, (ii) Affective stage and (iii) Behavioural stage
3. (i) Affective stage, (ii) Cognitive stage, (iii) Attitude stage
4. (i) Behavioural stage, (ii) Cognitive stage, and (iii) Attitude stage

Options :
89951425292. 1
89951425293. 2
89951425294. 3
89951425295. 4

Question Number : 39 Question Id : 8995146416 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

The "learn-feel-do" response sequence is appropriate when the _____
1. Audience has a high involvement with the product category perceived to have high differentiation
2. Audience has a high involvement but perceives little or no differentiation within the product category
3. Audience has low involvement and perceives little differentiation within the product category
4. None of the above

Options :
89951425296. 1
89951425297. 2
89951425298. 3
89951425299. 4

Question Number : 40 Question Id : 8995146417 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

The "do-feel-learn" response sequence is appropriate when the _____

1. Audience has a high involvement with the product category perceived to have high differentiation
2. Audience has a high involvement but perceives little or no differentiation within the product category
3. Audience has low involvement and perceives little differentiation within the product category
4. None of the above

Options :

89951425300. 1

89951425301. 2

89951425302. 3

89951425303. 4

Question Number : 41 Question Id : 8995146418 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

When customers are thinking of buying "formal dress", which of the following communication response they generally go through.

1. Learn-feel-do
2. Do-feel-learn
3. Learn-do-feel
4. None of the above

Options :

89951425304. 1

89951425305. 2

89951425306. 3

89951425307. 4

Question Number : 42 Question Id : 8995146419 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Vidya is associated with ABC Bazaar which is a department store chain with more than 30 stores in India. Her job is to decide what items and stock would be available in which store at what time period. She is doing the role of _____.

1. Buying function
2. Merchandise manager
3. Store manager
4. None of the above

Options :

89951425308. 1

89951425309. 2

89951425310. 3

89951425311. 4

Question Number : 43 Question Id : 8995146420 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which of the following element of marketing mix has the function of providing time utility to end consumer?

1. Product
2. Price
3. Place
4. Promotion

Options :

89951425312. 1

89951425313. 2

89951425314. 3

89951425315. 4

Question Number : 44 Question Id : 8995146421 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Retail is a business activity involved in selling goods and services to _____ for their personal use.

1. Wholesaler
2. Retailer
3. Distributor
4. End Consumer

Options :

89951425316. 1

89951425317. 2

89951425318. 3

89951425319. 4

Question Number : 45 Question Id : 8995146422 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

A _____ appeals to price conscious consumers as it provides the lowest price points for limited – maximum used SKUs.

1. Factory outlet
2. Off price chain
3. Full line discount store
4. Membership club

Options :

89951425320. 1

89951425321. 2

89951425322. 3

89951425323. 4

Question Number : 46 Question Id : 8995146423 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which of the following retail firms is **more** efficient, by looking at the assets and profits of these three firms A, B and C:

Firm A: Assets: Rs. 300 million and Profit: 20 million
Firm B: Assets: Rs. 600 million and Profit: 20 million
Firm C: Assets: Rs. 700 million and Profit: 10 million

1. Firm A
2. Firm B
3. Firm C
4. Both A and B have same efficiency

Options :
89951425324. 1
89951425325. 2
89951425326. 3
89951425327. 4

Question Number : 47 Question Id : 8995146424 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

The following are the characteristics of which of the given retail formats? 1. Broad merchandise variety, limited assortment 2. Low operating cost 3. Low prices 4. Minimal services 5. Functional store design.

1. Category killers
2. Full line discount store
3. Factory outlet
4. Hypermarket

Options :
89951425328. 1
89951425329. 2
89951425330. 3

89951425331. 4

Question Number : 48 Question Id : 8995146425 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 2 Wrong Marks : 0

Which of the following stands true for Strategic Group Analysis?
1. Strategic group analysis depends upon the physical distance between the stores.
2. It helps classifying the competing stores on the shopping opportunity line
3. The relative positioning of the stores in the perception of the competitors is identified
4. One can classify all kinds physical stores by strategic group analysis; but not online stores

Options :
89951425332. 1
89951425333. 2
89951425334. 3
89951425335. 4

Question Number : 49 Question Id : 8995146426 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 2 Wrong Marks : 0

Open-to-buy system is used for _____.
1. Determining level of back up stock
2. Keeping track of the actual merchandise flow
3. Purchasing as per model stock plan
4. Developing assortment plan

Options :
89951425336. 1
89951425337. 2
89951425338. 3
89951425339. 4

Question Number : 50 Question Id : 8995146427 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 2 Wrong Marks : 0

Inventory Turnover is basically_____.

1. Net Sales to no of SKU Ratio
2. Total assets to total liability ratio
3. All of the above
4. None of the above

Options :

89951425340. 1
89951425341. 2
89951425342. 3
89951425343. 4

Introduction to Retail Management-3

Section Id :	89951486
Section Number :	3
Section type :	Online
Mandatory or Optional :	Mandatory
Number of Questions :	4
Number of Questions to be attempted :	4
Section Marks :	10
Mark As Answered Required? :	Yes
Sub-Section Number :	1
Sub-Section Id :	899514108
Question Shuffling Allowed :	Yes

Question Number : 51 Question Id : 8995146428 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2.5 Wrong Marks : 0

There are three companies X, Y and Z. From the following data, which of the following statements are true?

Company >>	X	Y	Z
Net Sales	14000	16000	18000
Gross Margin	5000	6000	7000
Sales, General and Administration Expenses	4000	4000	5000
Total Assets	6000	12000	10000

1. Company X has highest "Return on Assets"
2. Company Y has highest "Return on Assets"
3. All three X, Y and Z have same "Return on Assets"
4. Both Company X and Company Y has same "Return on Assets"

Options :

89951425344. 1
89951425345. 2
89951425346. 3
89951425347. 4

Question Number : 52 Question Id : 8995146429 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 2.5 Wrong Marks : 0

From the following data, find out which company has better "**Net Operating Profit**"?

	Company X	Company Y	Company Z
Net Sales	14000	16000	18000
Gross Margin	5000	6000	7000
Sales, General and Administration Expenses	4000	4000	5000

1. Company X
2. Company Y
3. Company Z
4. Both X and Y has same Net Operating Profit

Options :
89951425348. 1
89951425349. 2
89951425350. 3
89951425351. 4

Question Number : 53 Question Id : 8995146430 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 2.5 Wrong Marks : 0

Which of the following is the disadvantage of rapid turnover?

1. Increased ordering time and increased cost of goods sold
2. Increased asset turnover and increased cost of goods sold
3. Decreased operating expenses and decreased cost of goods sold
4. Increased operating expenses and increased asset turnover

Options :

89951425352. 1
89951425353. 2
89951425354. 3
89951425355. 4

Question Number : 54 Question Id : 8995146431 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2.5 Wrong Marks : 0

Calculate the gross margin percentage, given the following data for Company "ABC": Net Sales is 2500 and Gross Margin is 7500.

1. 66.66%
2. 300%
3. 50%
4. 33.33%

Options :

89951425356. 1
89951425357. 2
89951425358. 3
89951425359. 4