National Testing Agency

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Introduction to Retail Management

Group Number :	1
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Introduction to Retail Management 1

Section Id :	512452896
Section Number :	1
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Number of Questions :	50

Number of Questions to be attempted : 50

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Mark As Answered Required? : Yes

Sub-Section Number : 1

Sub-Section Id : 5124521043

Question Shuffling Allowed : Yes

Question Number : 1 Question Id : 51245218590 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 :

51245261049. 1

51245261050. 2

51245261051. 3

51245261052. 4

Question Number : 2 Question Id : 51245218591 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 :
51245261053. 1
51245261054. 2
51245261055. 3
51245261056. 4

Question Number : 3 Question Id : 51245218592 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 :
51245261057. 1
51245261058. 2
51245261059. 3
51245261060. 4

Question Number : 4 Question Id : 51245218593 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 :
51245261061. 1
51245261062. 2
51245261063. 3
51245261064. 4

Question Number : 5 Question Id : 51245218594 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 :
51245261065. 1
51245261066. 2
51245261067. 3
51245261068. 4

Question Number : 6 Question Id : 51245218595 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 :
51245261069. 1
51245261070. 2
51245261071. 3
51245261072. 4

Question Number : 7 Question Id : 51245218596 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 :
51245261073. 1
51245261074. 2
51245261075. 3
51245261076. 4

Question Number : 8 Question Id : 51245218597 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 :
51245261077. 1
51245261078. 2
51245261079. 3
51245261080. 4

Question Number : 9 Question Id : 51245218598 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 :
51245261081. 1
51245261082. 2
51245261083. 3
51245261084. 4

Question Number : 10 Question Id : 51245218599 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 :

51245261085. 1
51245261086. 2
51245261087. 3
51245261088. 4

Question Number : 11 Question Id : 51245218600 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 :

51245261089. 1
51245261090. 2
51245261091. 3
51245261092. 4

Question Number : 12 Question Id : 51245218601 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 :
51245261093. 1
51245261094. 2
51245261095. 3
51245261096. 4

Question Number : 13 Question Id : 51245218602 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 a 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 :
51245261097. 1

51245261098. 2
51245261099. 3
51245261100. 4

Question Number : 14 Question Id : 51245218603 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 :
51245261101. 1
51245261102. 2
51245261103. 3
51245261104. 4

Question Number : 15 Question Id : 51245218604 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 :
51245261105. 1
51245261106. 2
51245261107. 3

51245261108. 4

Question Number : 16 Question Id : 51245218605 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 :
51245261109. 1
51245261110. 2
51245261111. 3
51245261112. 4

Question Number : 17 Question Id : 51245218606 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 :
51245261113. 1
51245261114. 2
51245261115. 3
51245261116. 4

Question Number : 18 Question Id : 51245218607 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 :
51245261117. 1
51245261118. 2
51245261119. 3
51245261120. 4

Question Number : 19 Question Id : 51245218608 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 2 Wrong Marks : 0

If a customer is looking for a 'slim fit' type shirt, then which level of merchandise classification
he is into?

1. Class
2. Department
3. Sub-Class
4. Style

Options :
51245261121. 1
51245261122. 2
51245261123. 3
51245261124. 4

Question Number : 20 Question Id : 51245218609 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 :
51245261125. 1
51245261126. 2
51245261127. 3
51245261128. 4

Question Number : 21 Question Id : 51245218610 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 :
51245261129. 1
51245261130. 2
51245261131. 3
51245261132. 4

Question Number : 22 Question Id : 51245218611 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 :

51245261133. 1

51245261134. 2

51245261135. 3

51245261136. 4

Question Number : 23 Question Id : 51245218612 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 :

51245261137. 1

51245261138. 2

51245261139. 3

51245261140. 4

Question Number : 24 Question Id : 51245218613 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 :
51245261141. 1
51245261142. 2
51245261143. 3
51245261144. 4

Question Number : 25 Question Id : 51245218614 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 :
51245261145. 1
51245261146. 2
51245261147. 3
51245261148. 4

Question Number : 26 Question Id : 51245218615 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 :
51245261149. 1
51245261150. 2
51245261151. 3
51245261152. 4

Question Number : 27 Question Id : 51245218616 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 :
51245261153. 1
51245261154. 2
51245261155. 3
51245261156. 4

Question Number : 28 Question Id : 51245218617 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, and (iii) Attitude stage
4. (i) Behavioural stage, (ii) Cognitive stage, and (iii) Attitude stage

Options :
51245261157. 1
51245261158. 2
51245261159. 3
51245261160. 4

Question Number : 29 Question Id : 51245218618 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 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 :
51245261161. 1
51245261162. 2
51245261163. 3
51245261164. 4

Question Number : 30 Question Id : 51245218619 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 :
51245261165. 1
51245261166. 2
51245261167. 3
51245261168. 4

Question Number : 31 Question Id : 51245218620 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 :
51245261169. 1
51245261170. 2
51245261171. 3
51245261172. 4

Question Number : 32 Question Id : 51245218621 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 :
51245261173. 1
51245261174. 2
51245261175. 3
51245261176. 4

Question Number : 33 Question Id : 51245218622 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 2 Wrong Marks : 0

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

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

Options :
51245261177. 1
51245261178. 2
51245261179. 3
51245261180. 4

Question Number : 34 Question Id : 51245218623 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 :
51245261181. 1
51245261182. 2
51245261183. 3
51245261184. 4

Question Number : 35 Question Id : 51245218624 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 :
51245261185. 1
51245261186. 2
51245261187. 3
51245261188. 4

Question Number : 36 Question Id : 51245218625 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 2 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 :
51245261189. 1
51245261190. 2
51245261191. 3
51245261192. 4

Question Number : 37 Question Id : 51245218626 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 :
51245261193. 1
51245261194. 2
51245261195. 3
51245261196. 4

Question Number : 38 Question Id : 51245218627 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 :
51245261197. 1
51245261198. 2
51245261199. 3
51245261200. 4

Question Number : 39 Question Id : 51245218628 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 :
51245261201. 1
51245261202. 2
51245261203. 3
51245261204. 4

Question Number : 40 Question Id : 51245218629 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 :
51245261205. 1
51245261206. 2
51245261207. 3
51245261208. 4

Question Number : 41 Question Id : 51245218630 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

There are three companies X, Y, and Z. From the following data, which of the following statements is 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 :
51245261209. 1
51245261210. 2
51245261211. 3
51245261212. 4

Question Number : 42 Question Id : 51245218631 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 2 Wrong Marks : 0

Whether the following statement/s is/are TRUE or FALSE.

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

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

1. (A) True (B) True
2. (A) True (B) False
3. (A) False (B) True
4. (A) False (B) False

Options :
51245261213. 1
51245261214. 2
51245261215. 3
51245261216. 4

Question Number : 43 Question Id : 51245218632 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Whether the following statement/s is/are TRUE or FALSE.

(A) ELDP always means that it is the lowest price in the market.

(B) Cyclical Theory proposes that retail Institutions begin with one state, go through cycles, and return to the original state.

1. (A) True (B) True
2. (A) True (B) False
3. (A) False (B) True
4. (A) False (B) False

Options :
51245261217. 1
51245261218. 2
51245261219. 3
51245261220. 4

Question Number : 44 Question Id : 51245218633 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Whether the following statement/s is/are TRUE or FALSE.

(A) Demand oriented pricing method seeks to estimate the quantities customers would buy at different prices and focuses on the stated sales goals.

(B) "Category" in retail management, is an assortment of items that customers see as a reasonable substitute for each other.

1. (A) True (B) True
2. (A) True (B) False
3. (A) False (B) True
4. (A) False (B) False

Options :
51245261221. 1
51245261222. 2
51245261223. 3
51245261224. 4

Question Number : 45 Question Id : 51245218634 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Whether the following statement/s is/are TRUE or FALSE.

(A) Asset Turnover ratio is the retailer's net sales divided by its total assets.

(B) Wheel of retailing can be used to explain all possible retail formats and their evolution.

1. (A) True (B) True
2. (A) True (B) False
3. (A) False (B) True
4. (A) False (B) False

Options :

51245261225. 1
51245261226. 2
51245261227. 3
51245261228. 4

Question Number : 46 Question Id : 51245218635 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Whether the following statement/s is/are TRUE or FALSE.

(A) Net Profit Margin is a good indicator of the retail firm's profitability in the future.

(B) Leased Departments broaden the merchandise or service offerings of the store and hence
the target consumer base.

1. (A) True (B) True
2. (A) True (B) False
3. (A) False (B) True
4. (A) False (B) False

Options :
51245261229. 1
51245261230. 2
51245261231. 3
51245261232. 4

Question Number : 47 Question Id : 51245218636 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Whether the following statement/s is/are TRUE or FALSE.

(A) Non-alcoholic beverages can be a category in a supermarket whereas aerated soft drinks can be a category in a convenience store.

(B) The store manager is responsible for the availability of merchandise in the store; But he is not responsible for delay in delivery.

1. (A) True (B) True
2. (A) True (B) False
3. (A) False (B) True
4. (A) False (B) False

Options :
51245261233. 1
51245261234. 2
51245261235. 3
51245261236. 4

Question Number : 48 Question Id : 51245218637 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Whether the following statement/s is/are TRUE or FALSE.

(A) Most of the brand stores in emerging markets can be classified as fully integrated VMS whereas the apparel or food stores are partially integrated.

(B) 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. (A) True (B) True
2. (A) True (B) False
3. (A) False (B) True
4. (A) False (B) False

Options :
51245261237. 1
51245261238. 2
51245261239. 3
51245261240. 4

Question Number : 49 Question Id : 51245218638 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Whether the following statement/s is/are TRUE or FALSE.

(A) 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.

(B) A strategic profit model measures the performance of the firm based on asset-liability ratio rather than profitability or market share.

1. (A) True (B) True
2. (A) True (B) False
3. (A) False (B) True
4. (A) False (B) False

Options :
51245261241. 1
51245261242. 2
51245261243. 3
51245261244. 4

Question Number : 50 Question Id : 51245218639 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Whether the following statement/s is/are TRUE or FALSE.

(A) Mark-up pricing is a cost-oriented pricing method whereas Hi-Lo is a competitor-oriented pricing method.

(B) The significant difference between Direct Marketing and Direct selling is customer focus as the starting point.

1. (A) True (B) True
2. (A) True (B) False
3. (A) False (B) True
4. (A) False (B) False

Options :
51245261245. 1
51245261246. 2
51245261247. 3
51245261248. 4