

National Testing Agency

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Retail and Channel Management

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Retail and Channel Management-1

Section Id :	940918104
Section Number :	1
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Sub-Section Number :	1
Sub-Section Id :	940918147
Question Shuffling Allowed :	Yes

Question Number : 1 Question Id : 9409184418 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

A Product is:

1. Anything the customer receives in exchange
2. Physical object that the customer receives in exchange
3. Service rendered to a customer
4. None of the above

Options :

94091816365. 1

94091816366. 2

94091816367. 3

94091816368. 4

Question Number : 2 Question Id : 9409184419 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

When the marketer focuses on making whatever products are easy to produce and then trying to sell them, that marketer has a:

1. Production orientation
2. Product orientation
3. Marketing orientation
4. Selling orientation

Options :

94091816369. 1

94091816370. 2

94091816371. 3

94091816372. 4

Question Number : 3 Question Id : 9409184420 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Two broad pricing strategies for new products are:

1. Market skimming prices
2. Market penetration pricing
3. Product line pricing
4. Both a and b

Options :

94091816373. 1

94091816374. 2

94091816375. 3

94091816376. 4

Question Number : 4 Question Id : 9409184421 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

In Consumer Behaviour, influence due to one's friends and relatives could be considered as-

1. Impersonal influence
2. Reference group influence
3. Perceptual influence
4. Institutional influence

Options :

94091816377. 1

94091816378. 2

94091816379. 3

94091816380. 4

Question Number : 5 Question Id : 9409184422 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

In terms of Consumer Behaviour, culture, social class and reference group influences have been related to purchase and:

1. Economical situations
2. Situational influences
3. Consumption decisions
4. Physiological influences

Options :

94091816381. 1

94091816382. 2

94091816383. 3

94091816384. 4

Question Number : 6 Question Id : 9409184423 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of the following is a recommended strategy for retailers when consumers select the outlet first and the brand second:

1. Appropriate pricing
2. Brand availability advertising
3. Brand image management
4. Price special on brands

Options :

94091816385. 1

94091816386. 2

94091816387. 3

94091816388. 4

Question Number : 7 Question Id : 9409184424 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Web rooming refers to a shopping process:

1. That starts with online browsing and then leads to buying in store
2. That starts in store browsing and buying from online store
3. Both a and b
4. NONE OF THE ABOVE

Options :

94091816389. 1

94091816390. 2

94091816391. 3

94091816392. 4

Question Number : 8 Question Id : 9409184425 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

A retailer's objective usually include:

1. Maximum profit for the owners and the stakeholders
2. Sell at a low margin
3. Build their market place
4. All the above

Options :

94091816393. 1

94091816394. 2

94091816395. 3

94091816396. 4

Question Number : 9 Question Id : 9409184426 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The four forms of utility added by retailer to consumers are:

1. Form utility, time utility, place utility and possession utility
2. Form utility, price utility, brand utility, variety utility
3. Product utility, place utility, price utility, promotion utility
4. NONE OF THE ABOVE

Options :

94091816397. 1

94091816398. 2

94091816399. 3

94091816400. 4

Question Number : 10 Question Id : 9409184427 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

A traditional street side business that offers products and services to its customers face to face in an office or store that the business owns or rents is called:

1. Brick and Mortar store
2. Carry and forward store
3. Organized store
4. NONE OF THE ABOVE

Options :

94091816401. 1

94091816402. 2

94091816403. 3

94091816404. 4

Question Number : 11 Question Id : 9409184428 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

When a company sells products or services to consumers or retailers without any intermediary, it is known as:

1. Indirect distribution
2. Direct distribution
3. Multi distribution
4. Channel distribution

Options :

94091816405. 1

94091816406. 2

94091816407. 3

94091816408. 4

Question Number : 12 Question Id : 9409184429 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Disintermediation is a process of:

1. Adding more channels in the distribution process
2. Removal of intermediaries from the entire channel mechanism
3. Using multichannel concept
4. Using omnichannel concept

Options :

94091816409. 1

94091816410. 2

94091816411. 3

94091816412. 4

Question Number : 13 Question Id : 9409184430 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Expert power is:

1. The power that a channel partner has over another channel partner
2. The power where all the channel partners have same authority
3. The power where manufacturer exerts complete authority
4. NONE OF THE ABOVE

Options :

94091816413. 1

94091816414. 2

94091816415. 3

94091816416. 4

Question Number : 14 Question Id : 9409184431 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Multichannel retailing involves:

1. Selling products through multiple marketing channels
2. Selling products through single marketing channel
3. Selling products through online channels
4. NONE OF THE ABOVE

Options :

94091816417. 1

94091816418. 2

94091816419. 3

94091816420. 4

Question Number : 15 Question Id : 9409184432 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Large format store catering to a larger number of people are:

1. Societal stores
2. Unorganized stores
3. Kirana stores
4. Organized retail stores

Options :

94091816421. 1

94091816422. 2

94091816423. 3

94091816424. 4

Question Number : 16 Question Id : 9409184433 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Companies having a presence in traditional as well as internet space are called:

1. Organized retailers
2. Unorganized retailers
3. Click and mortar retailers
4. NONE OF THE ABOVE

Options :

94091816425. 1

94091816426. 2

94091816427. 3

94091816428. 4

Question Number : 17 Question Id : 9409184434 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Specialty stores focus on:

1. Selling goods or services which are basically in one product category or in similar product categories.
2. Selling goods or services which are basically in one product category or in different product categories.
3. Both a and b.
4. None of the Above

Options :

94091816429. 1

94091816430. 2

94091816431. 3

94091816432. 4

Question Number : 18 Question Id : 9409184435 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Grid layout in store designing means:

1. Parallel aisles which merchandise on shelves on both sides of the aisles
2. Parallel aisles which merchandise on shelves on one side of the aisle
3. One major aisle that loops around the store
4. Two major aisles that loops around the store

Options :

94091816433. 1

94091816434. 2

94091816435. 3

94091816436. 4

Question Number : 19 Question Id : 9409184436 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The two types of needs that the customer has:

1. Utilitarian and Hedonistic needs
2. More important and less important needs
3. High end and Low end needs
4. None of the above

Options :

94091816437. 1

94091816438. 2

94091816439. 3

94091816440. 4

Question Number : 20 Question Id : 9409184437 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Multiattribute decision making is where:

1. Consumer tries to identify few key attributes that are important to make product choice
2. Consumer tries to identify all attributes of a product
3. Consumer choice is not affected by product attributes
4. All the above

Options :

94091816441. 1

94091816442. 2

94091816443. 3

94091816444. 4

Question Number : 21 Question Id : 9409184438 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which statement is not a benefit of formulating a retail strategy:

1. A retailer is forced to study the legal, economic and competitive market
2. retailer is shown how it can differentiate itself from competitors
3. Sales maximisation is stressed
4. Crisis are anticipated and often avoided

Options :

94091816445. 1

94091816446. 2

94091816447. 3

94091816448. 4

Question Number : 22 Question Id : 9409184439 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Setting objectives is important in retail operation as:

1. Objectives are time bound and specific
2. Objectives are not time bound
3. Objectives are vague
4. Objectives are not measurable

Options :

94091816449. 1

94091816450. 2

94091816451. 3

94091816452. 4

Question Number : 23 Question Id : 9409184440 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

When retailer's compete and try to get as much as possible from the same market where competition is also there, it is called:

1. Blue Ocean strategy
2. EST based strategy
3. Red Ocean strategy
4. None of the above

Options :

94091816453. 1

94091816454. 2

94091816455. 3

94091816456. 4

Question Number : 24 Question Id : 9409184441 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Blue Ocean strategy is based on:

1. Formulation principles
2. Execution principles
3. Both a and b
4. None of the above

Options :

94091816457. 1

94091816458. 2

94091816459. 3

94091816460. 4

Question Number : 25 Question Id : 9409184442 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

One of the risk associated in case a retailer goes wrong with location decision is:

1. Retailer would lose customers
2. Retailer would gain customers
3. Retailer would have no effect on the customers
4. None of the above

Options :

94091816461. 1

94091816462. 2

94091816463. 3

94091816464. 4

Question Number : 26 Question Id : 9409184443 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The trading area having highest density of customers is called:

1. Primary trading area
2. Secondary trading area
3. Tertiary trading area
4. Both b and c

Options :

94091816465. 1

94091816466. 2

94091816467. 3

94091816468. 4

Question Number : 27 Question Id : 9409184444 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The stores which are either in big malls, in the heart of cities, or in very convenient locations for the customers are:

1. Retail stores
2. Anchor stores
3. Non-retail stores
4. Convenience stores

Options :

94091816469. 1

94091816470. 2

94091816471. 3

94091816472. 4

Question Number : 28 Question Id : 9409184445 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The commercial activity of transporting goods to customers is called:

1. Trading area analysis
2. Retail outlet analysis
3. Both a and b
4. Logistics

Options :

94091816473. 1

94091816474. 2

94091816475. 3

94091816476. 4

Question Number : 29 Question Id : 9409184446 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

TTL campaign stands for:

1. Above The Line campaign
2. Talk The Line campaign
3. Through The Line campaign
4. Through The location campaign

Options :

94091816477. 1

94091816478. 2

94091816479. 3

94091816480. 4

Question Number : 30 Question Id : 9409184447 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

A manufacturer providing sales promotion to a wholesaler is:

1. Corporate promotion
2. Dealer promotion
3. Sales promotion
4. Trade promotion

Options :

94091816481. 1

94091816482. 2

94091816483. 3

94091816484. 4

Question Number : 31 Question Id : 9409184448 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Programs where consumers are incentivized when they are referring some other customer to come and buy from the retail location are called:

1. Referral programs
2. Loyalty programs
3. customer programs
4. Retail programs

Options :

94091816485. 1

94091816486. 2

94091816487. 3

94091816488. 4

Question Number : 32 Question Id : 9409184449 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Viral marketing means:

1. Where the content of the campaign or the message of the campaign spreads from one customer to many customers with an exponential face
2. Where content of the campaign spreads on face to face interaction
3. Both a and b
4. None of the above

Options :

94091816489. 1

94091816490. 2

94091816491. 3

94091816492. 4

Question Number : 33 Question Id : 9409184450 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

A promotion in which customer have a small amount of money together with some proof of purchase is:

1. Money based sales
2. Self-liquidating promotion
3. Direct marketing
4. Point of sales

Options :

94091816493. 1

94091816494. 2

94091816495. 3

94091816496. 4

Question Number : 34 Question Id : 9409184451 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

On package samples are the examples of:

1. Trade promotion
2. Manufacturers promotion
3. Money based sales promotion
4. Sales Promotion

Options :

94091816497. 1

94091816498. 2

94091816499. 3

94091816500. 4

Question Number : 35 Question Id : 9409184452 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Asking referrals from the customers, reward proper scouting, identifying good leads from bad ones is ----- step of

Personal selling:

1. Approach
2. Handling objections
3. Prospecting and Qualifying
4. Closing

Options :

94091816501. 1

94091816502. 2

94091816503. 3

94091816504. 4

Question Number : 36 Question Id : 9409184453 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Set of services expected by customers are classified as:

1. Interactive service package
2. Descriptive service package
3. Primary service package
4. Secondary service package

Options :

94091816505. 1

94091816506. 2

94091816507. 3

94091816508. 4

Question Number : 37 Question Id : 9409184454 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Future profitability index indicates:

1. How much a retailer will be able to do business with the customer in future?
2. How much a retailer will be able to do business with the customer in present?
3. How much a retailer will be able to do business with the customer in past?
4. All of the above

Options :

94091816509. 1

94091816510. 2

94091816511. 3

94091816512. 4

Question Number : 38 Question Id : 9409184455 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

An occasion on which the brand or product is used by customers is known as-

1. Company touch point
2. Wholesales touch point
3. Retailers touch point
4. Customer touch point

Options :

94091816513. 1

94091816514. 2

94091816515. 3

94091816516. 4

Question Number : 39 Question Id : 9409184456 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Customer Portfolio Management is a method of:

1. Identifying new customers.
2. Retaining the customer
3. Identifying which customers to prioritize over other customers.
4. None of the above.

Options :

94091816517. 1

94091816518. 2

94091816519. 3

94091816520. 4

Question Number : 40 Question Id : 9409184457 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The psychological feelings that a customer gets when visiting a particular retailer is called:

1. Atmospheric
2. Retailophenics
3. Consumer psychology
4. None of the above

Options :

94091816521. 1

94091816522. 2

94091816523. 3

94091816524. 4

Question Number : 41 Question Id : 9409184458 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Aisle space is basically:

1. The walkways wherein customers will move throughout the store to different departments
2. Space in retail outlet where products are displayed
3. Space in retail outlet where payment counter exist
4. None of the above

Options :

94091816525. 1

94091816526. 2

94091816527. 3

94091816528. 4

Question Number : 42 Question Id : 9409184459 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which type of display minimises fixture costs?

1. Dump bin display
2. Ensemble display
3. Rack display
4. Cut-case display

Options :

94091816529. 1

94091816530. 2

94091816531. 3

94091816532. 4

Question Number : 43 Question Id : 9409184460 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

When same category of products are kept in horizontal stack, it is called:

1. Horizontal merchandising
2. Vertical merchandising
3. Upward merchandising
4. Downward merchandising

Options :

94091816533. 1

94091816534. 2

94091816535. 3

94091816536. 4

Question Number : 44 Question Id : 9409184461 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Cross merchandising is also called:

1. Assembly display
2. Horizontal display
3. Vertical display
4. Ensemble display

Options :

94091816537. 1

94091816538. 2

94091816539. 3

94091816540. 4

Question Number : 45 Question Id : 9409184462 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The space in a retail store where merchandise is kept is called:

1. Selling space
2. Customer space
3. Personal space
4. Merchandise space

Options :

94091816541. 1

94091816542. 2

94091816543. 3

94091816544. 4

Question Number : 46 Question Id : 9409184463 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Customers having strong bond with the retailer are called:

1. Personalising customers
2. Economic customers
3. Assortment oriented customers
4. None of the above

Options :

94091816545. 1

94091816546. 2

94091816547. 3

94091816548. 4

Question Number : 47 Question Id : 9409184464 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Everyday Low pricing relates to:

1. Pricing the product a little less than the average market price throughout the entire time period
2. Pricing the product a little more than the average market price throughout the entire time period
3. Pricing the product equal to the average market price throughout the entire time period
4. None of the above

Options :

94091816549. 1

94091816550. 2

94091816551. 3

94091816552. 4

Question Number : 48 Question Id : 9409184465 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Markdown strategy is used by retailers when:

1. Retailer want to get rid of slow moving merchandise
2. Retailer want to get rid of fast moving merchandise
3. Both a and b
4. None of the above

Options :

94091816553. 1

94091816554. 2

94091816555. 3

94091816556. 4

Question Number : 49 Question Id : 9409184466 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The focus of an employer brand rests on communication with the both current and prospective employees of an organisation. The goal is to-

1. Improve efficiency
2. Develop feelings and behaviours that develop the reputation
3. Minimize the presence of deviant information
4. Reinforce company value

Options :

94091816557. 1

94091816558. 2

94091816559. 3

94091816560. 4

Question Number : 50 Question Id : 9409184467 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Dividing customers into heterogeneous segments is one of the method of:

1. Market analysis
2. Customer analysis
3. Customer Portfolio Analysis
4. None of the above

Options :

94091816561. 1

94091816562. 2

94091816563. 3

94091816564. 4