

National Testing Agency

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Introduction to Retail Management

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|--------------------------------------|-----------|
| Group Number : | 1 |
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Introduction to Retail Management-1

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|--------------------------------|-----------|
| Section Id : | 940918164 |
| Section Number : | 1 |
| Section type : | Online |
| Mandatory or Optional : | Mandatory |

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|---|-----------|
| Number of Questions : | 50 |
| Number of Questions to be attempted : | 50 |
| Section Marks : | 100 |
| Enable Mark as Answered Mark for Review and Clear Response : | Yes |
| Sub-Section Number : | 1 |
| Sub-Section Id : | 940918229 |
| Question Shuffling Allowed : | Yes |

Question Number : 1 Question Id : 9409187467 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

94091827977. 1

94091827978. 2

94091827979. 3

94091827980. 4

Question Number : 2 Question Id : 9409187468 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 classified as 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 :

94091827981. 1

94091827982. 2

94091827983. 3

94091827984. 4

Question Number : 3 Question Id : 9409187469 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 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 :

94091827985. 1

94091827986. 2

94091827987. 3

94091827988. 4

Question Number : 4 Question Id : 9409187470 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 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

Options :

94091827989. 1

94091827990. 2

94091827991. 3

94091827992. 4

Question Number : 5 Question Id : 9409187471 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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

Options :

94091827993. 1

94091827994. 2

94091827995. 3

94091827996. 4

Question Number : 6 Question Id : 9409187472 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 Manager".

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

Options :

94091827997. 1

94091827998. 2

94091827999. 3

94091828000. 4

Question Number : 7 Question Id : 9409187473 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 in the end 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 :

94091828001. 1

94091828002. 2

94091828003. 3

94091828004. 4

Question Number : 8 Question Id : 9409187474 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

94091828005. 1

94091828006. 2

94091828007. 3

94091828008. 4

Question Number : 9 Question Id : 9409187475 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 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 :

94091828009. 1

94091828010. 2

94091828011. 3

94091828012. 4

Question Number : 10 Question Id : 9409187476 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 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 :

94091828013. 1

94091828014. 2

94091828015. 3

94091828016. 4

Question Number : 11 Question Id : 9409187477 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Inventory Turnover is basically the ratio of:

1. Net Sales to no of SKU
2. Total assets to Total liability
3. Net Sales to Asset Turnover
4. None of these

Options :

94091828017. 1

94091828018. 2

94091828019. 3

94091828020. 4

Question Number : 12 Question Id : 9409187478 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

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

Options :

94091828021. 1

94091828022. 2

94091828023. 3

94091828024. 4

Question Number : 13 Question Id : 9409187479 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of the following "Measures" evaluates a firm's performance, i.e., profit against the cost?

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

Options :

94091828025. 1

94091828026. 2

94091828027. 3

94091828028. 4

Question Number : 14 Question Id : 9409187480 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Look at the assets and profits of these two firms A and B:

(i) Firm A: Assets: Rs. 300 million and Profit: 20 million

(ii) Firm B: Assets: Rs. 600 million and Profit: 20 million

Identify the correct answer with respect to efficiency of firms.

1. Firm A is more efficient
2. Firm B is more efficient
3. Both firm A and B have same efficiency
4. Insufficient data to identify which firm is more efficient

Options :

94091828029. 1

94091828030. 2

94091828031. 3

94091828032. 4

Question Number : 15 Question Id : 9409187481 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. $\text{Net Profit Margin} / \text{Asset Turnover} = \text{Return on Assets}$
2. $\text{Net Profit Margin} \times \text{Asset Turnover} = \text{Return on Assets}$
3. $\text{Asset Turnover} / \text{Net Profit Margin} = \text{Return on Assets}$
4. $\text{Return on Assets} / \text{Asset Turnover} = \text{Net Profit Margin}$

Options :

94091828033. 1

94091828034. 2

94091828035. 3

94091828036. 4

Question Number : 16 Question Id : 9409187482 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 :

94091828037. 1

94091828038. 2

94091828039. 3

94091828040. 4

Question Number : 17 Question Id : 9409187483 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 :

94091828041. 1

94091828042. 2

94091828043. 3

94091828044. 4

Question Number : 18 Question Id : 9409187484 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 :

94091828045. 1

94091828046. 2

94091828047. 3

94091828048. 4

Question Number : 19 Question Id : 9409187485 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 :

94091828049. 1

94091828050. 2

94091828051. 3

94091828052. 4

Question Number : 20 Question Id : 9409187486 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 :

94091828053. 1

94091828054. 2

94091828055. 3

94091828056. 4

Question Number : 21 Question Id : 9409187487 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 :

94091828057. 1

94091828058. 2

94091828059. 3

94091828060. 4

Question Number : 22 Question Id : 9409187488 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 these

Options :

94091828061. 1

94091828062. 2

94091828063. 3

94091828064. 4

Question Number : 23 Question Id : 9409187489 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 :

94091828065. 1

94091828066. 2

94091828067. 3

94091828068. 4

Question Number : 24 Question Id : 9409187490 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 :

94091828069. 1

94091828070. 2

94091828071. 3

94091828072. 4

Question Number : 25 Question Id : 9409187491 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 :

94091828073. 1

94091828074. 2

94091828075. 3

94091828076. 4

Question Number : 26 Question Id : 9409187492 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 :

94091828077. 1

94091828078. 2

94091828079. 3

94091828080. 4

Question Number : 27 Question Id : 9409187493 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 :

94091828081. 1

94091828082. 2

94091828083. 3

94091828084. 4

Question Number : 28 Question Id : 9409187494 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

Options :

- 94091828085. 1
- 94091828086. 2
- 94091828087. 3
- 94091828088. 4

Question Number : 29 Question Id : 9409187495 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 :

- 94091828089. 1
- 94091828090. 2
- 94091828091. 3
- 94091828092. 4

Question Number : 30 Question Id : 9409187496 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 :

94091828093. 1

94091828094. 2

94091828095. 3

94091828096. 4

Question Number : 31 Question Id : 9409187497 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 :

94091828097. 1

94091828098. 2

94091828099. 3

94091828100. 4

Question Number : 32 Question Id : 9409187498 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

A Demand Ceiling defines:

1. the maximum that consumers will pay for a product
2. the minimum that consumers should pay for a product
3. the maximum price that manufacturer sets for a product
4. None of these

Options :

94091828101. 1

94091828102. 2

94091828103. 3

94091828104. 4

Question Number : 33 Question Id : 9409187499 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The assumption of 'prestige pricing' is:

1. 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 these

Options :

94091828105. 1

94091828106. 2

94091828107. 3

94091828108. 4

Question Number : 34 Question Id : 9409187500 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 :

94091828109. 1

94091828110. 2

94091828111. 3

94091828112. 4

Question Number : 35 Question Id : 9409187501 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 :

94091828113. 1

94091828114. 2

94091828115. 3

94091828116. 4

Question Number : 36 Question Id : 9409187502 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

With which of the following strategies, 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 :

94091828117. 1

94091828118. 2

94091828119. 3

94091828120. 4

Question Number : 37 Question Id : 9409187503 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 :

94091828121. 1

94091828122. 2

94091828123. 3

94091828124. 4

Question Number : 38 Question Id : 9409187504 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 :

94091828125. 1

94091828126. 2

94091828127. 3

94091828128. 4

Question Number : 39 Question Id : 9409187505 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 :

94091828129. 1

94091828130. 2

94091828131. 3

94091828132. 4

Question Number : 40 Question Id : 9409187506 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

When customers are thinking of buying "formal dresses", 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 :

94091828133. 1

94091828134. 2

94091828135. 3

94091828136. 4

Question Number : 41 Question Id : 9409187507 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 :

94091828137. 1

94091828138. 2

94091828139. 3

94091828140. 4

Question Number : 42 Question Id : 9409187508 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 :

94091828141. 1

94091828142. 2

94091828143. 3

94091828144. 4

Question Number : 43 Question Id : 9409187509 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 his personal use.

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

Options :

94091828145. 1

94091828146. 2

94091828147. 3

94091828148. 4

Question Number : 44 Question Id : 9409187510 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 :

94091828149. 1

94091828150. 2

94091828151. 3

94091828152. 4

Question Number : 45 Question Id : 9409187511 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? **a.** Broad merchandise variety, limited assortment **b.** Low operating cost **c.** Low prices **d.** Minimal services **e.** Functional store design.

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

Options :

94091828153. 1

94091828154. 2

94091828155. 3

94091828156. 4

Question Number : 46 Question Id : 9409187512 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. It depends upon the physical distance between the stores.
2. It helps classifying the competing stores on the shopping opportunity line
3. It identifies the relative positioning of the stores in the perception of the competitors
4. It can classify all kinds physical stores, but not online stores.

Options :

94091828157. 1

94091828158. 2

94091828159. 3

94091828160. 4

Question Number : 47 Question Id : 9409187513 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 :

94091828161. 1

94091828162. 2

94091828163. 3

94091828164. 4

Question Number : 48 Question Id : 9409187514 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 :

94091828165. 1

94091828166. 2

94091828167. 3

94091828168. 4

Question Number : 49 Question Id : 9409187515 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The following data is given for the Company "ABC": (i) Net Sales is 2500 and (ii) Gross Margin is 7500. Calculate the gross margin percentage.

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

Options :

94091828169. 1

94091828170. 2

94091828171. 3

94091828172. 4

Question Number : 50 Question Id : 9409187516 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 :

94091828173. 1

94091828174. 2

94091828175. 3

94091828176. 4