**Set -1**

1. The word Retail is derived from the------ word.
   A. Latin  
   B. French  
   C. English  
   D. German

2. Retailer is a person who sells the goods in a---------.
   A. large quantities  
   B. small quantities  
   C. both a & b  
   D. none of these

3. In retailing there is a direct interaction with------.
   A. Producer  
   B. customer  
   C. wholesaler  
   D. all of these

4. The factor leading to the growth of retailing is ----
   A. changing consumer trends  
   B. technology  
   C. demographics  
   D. all the above

5. A multi channel retailer sells merchandise.
   A. over the telephone  
   B. through personal selling and retail store only  
   C. over the internet  
   D. through more than one channel

**Answers:** 1 (A), 2 (B), 3 (D), 4 (D), 5 (D)

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**Set - 2**

1- Which statement is not a benefit of formulating a retail strategy?  
Ans- Sales maximization is stressed.

2- Which of the following is not part of situation analysis?  
Ans- developing sales-based objectives

3- A retailer’s commitment to a type of business and to a distinctive role in the marketplace is its:  
Ans- organizational mission

4- Which form of organization is subject to double taxation?  
Ans- corporation

5- Which form of retail organization comprises the largest percentage of Canadian retail store sales?  
Ans- corporation

6- Planning authority ability is limited to top management or ownership in a(n):  
Ans- centralized structure

7- Stockholders, consumers, suppliers, employees, and government are examples of:  
Ans- a retailer's publics

8- When retailers identify customer segments and develop unique strategies to meet the desires of these segments, they  
are using:  
Ans- niche retailing

9- A department store attempting to sell its goods and services to a broad spectrum of consumers is employing a  
strategy of:  
Ans- mass marketing

10- Which of these is not an uncontrollable variable?  
Ans- store location
Set-3

Choose the correct Answer from the bracket.

1. The word “retail” has been derived from which word?
   a. Latine
   b. French
   c. Greek
   d. Persian

2. Who is the last link in the chain connecting the producer and customer?
   a. wholesaler
   b. agent
   c. retailer
   d. storekeeper

3. Internet marketing and telemarketing are the recent trends in ............business
   a. retail
   b. wholesale
   c. conventional
   d. manufacturing

4. In the distribution channel ... has the direct touch with consumers.
   a. producer
   b. wholesaler
   c. agent
   d. retailers

5. MRP stands for.
   a. minimum retail price
   b. maximum retail price
   c. minimum rate of profit
   d. maximum rate of profit

6. Multiple shops are also known as –
   a. self service stores
   b. chain stores
   c. shopping by post
   d. departmental stores
7. Door to door selling is carried out by  
   a. hawkers and peddlers  
   b. cheap jacks  
   c. second shop  
   
8. There is no shop assistants in a  
   a. super bazaar  
   b. departmental store  
   c. multiple shop  
   d. retailers 

9. No middle men is involved in –  
   a. wholesale trade  
   b. retail trade  
   c. direct marketing  
   d. second shop  

10. Shopping malls, super markets and hypermarkets come under which type of marketing?  
    a. wholesale  
    b. retail  
    c. direct marketing  
    d. agent service  

11. Which of the following statement about retail marketing is true  
    a. sells products to other businesses  
    b. sells products to a company that resells them  
    c. sells products to final consumers  
    d. sells products for one's own use  

12. A multi channel retailer sells merchandise  
    a. over telephone  
    b. through retail stores  
    c. over internet  
    d. over more than one channel;  

13. E-retailing refers to  
    a. sales of electronic items  
    b. catalog shopping  
    c. computerized store  
    d. retailing and shopping through internet  

14. What is the full form of VAT?  
    a. value added tax  
    b. very important additional tax  
    c. value additional tax  
    d. value added theory  

15. Mail order retailing is the same as:  
    a. Direct selling  
    b. In Home retailing  
    c. E-tailing  
    d. Catalog retailing  

16. All of the following are types of non store retailing, except  
    a. Catalog retailing  
    b. Vending Machines  
    c. Chain store  
    d. Direct Mail
17. Person to person interaction between a retailer and a prospective customer is:
   a. Direct marketing             c. Direct selling
   b. Automatic selling            d. Buying service
18. Independent retailers who use a central buying organization and joint promotional efforts are called a
   a. merchandising                c. retailer cooperative
      conglomerate
   b. corporate chain store
19. A retail firm owned by its customers in which members contribute money to open their own store, vote on its policies, elect a group to manage it, and receive dividends is called a
   a. corporate chain store
   b. merchandising
      conglomerate
   c. voluntary chain
   d. consumer cooperative
20. The oldest and most heavily trafficked city area is called
   a. regional shopping
   b. prime location
   c. urban district
   d. Central business district
21. Giant retailers called_____ concentrate on one product category such as toys or home improvement
   a. Category killers
   b. Variety stores
   c. supercentres
   d. box stores
22. Retailers such as Benetton, The Body Shop, and Marks and Spencer carry mostly own-brand merchandise. These are called_____ brands
   a. creative label
   b. private label
   c. house
   d. retail label
23. A_____ fee is the charge many supermarkets impose for accepting a new brand to cover the cost of listing and stocking it.
   a. inventory
   b. slotting
   c. initiation
   d. stocking
24. Which of the following is not one of the four major decisions that must be made with regard to market logistics?
   a. How should orders be handled?
   b. Where should stock be located?
   c. How much stock should be held?
   d. How should stock be financed?
25. Which statement is not a benefit of formulating a retail strategy?
   a. A retailer is forced to study the legal, economic, and competitive market
   b. A retailer is shown how it can differentiate itself from competitors.
   c. Sales maximization is stressed.
   d. Crises are anticipated and often avoided.

26. A retailer's commitment to a type of business and to a distinctive role in the marketplace is its:
   a. objectives
   b. organizational mission
   c. retailing concept
   d. image

27. Which form of organization is subject to double taxation?
   a. sole proprietorship
   b. partnership
   c. corporation
   d. franchise

28. When retailers identify customer segments and develop unique strategies to meet the
desires of these segments, they are using:
   a. mass merchandising
   b. niche retailing
   c. bifurcated retailing
   d. middle market retailing

29. Those aspects of business that a retailer can directly affect, such as store hours and
merchandise lines carried are referred to as:
   a. controllable variables
   b. demographic statistics
   c. lifestyle measures
   d. uncontrollable variables

30. Which is not considered one of the elements of "managing a business" in a retail strategy?
   a. the retail organization
   b. human resource management
   c. operations management
   d. merchandise management and pricing

31. A systematic procedure for analyzing the performance of a retailer is called:
   a. control
   b. feedback
   c. strategic planning
   d. retail audit

32. During each stage in the development of a retail strategy, retail managers should:
   a. consider only controllable variables
   b. refrain from "fine tuning" the strategy
   c. look for both positive and negative feedback
   d. consider no problems with the government to be a form of negative feedback

33. Which of the following is a recommended strategy for retailers when consumers select the outlet
first and the brand second?
   a) Appropriate pricing
   b) Brand availability advertising
   c) Brand image management
   d) Price special on brands
   e) Co-op ads featuring brands

34. Which of the following types of retail businesses have unlimited liability?
a. Partnership and sole trader  
b. Partnership and private company  
c. Private company and sole trader  
d. Private company and public company

35. Any source of products or services for consumers is referred to as a___________.  
   a) Retail outlet  
   b) Contact point  
   c) Transaction point  
   d) Distribution outlet  
   e) Channel outlet

36. The retailer is usually in an excellent position to  
   a. Make the most profits in the channel  
   b. Be the channel leader  
   c. Gain feedback from consumers  
   d. Co-ordinate the production strategy

37. Consumers acquiring product through mail, telephone, or computer orders is referred to as  
   a) Outsourcing  
   b) Outlet shopping  
   c) Non-traditional shopping  
   d) In-home shopping

38. Which of the following is the major reason consumers give for shopping online?  
   a) Want product delivered  
   b) Unique merchandise  
   c) Price  
   d) Convenience

39. Which one of the following is NOT a form of direct marketing?  
   a) catalogue retailing  
   b) telemarketing  
   c) personal selling  
   d) direct mail

40. The major reason people give for not shopping on the Internet is___________.  
   a) Lack of “touch”  
   b) Security concerns  
   c) Too difficult  
   d) Unfamiliar merchants

41. The difference between retail and cost is called:  
   a. profit  
   b. markdown  
   c. income  
   d. markup

42. Expenses that benefit the entire store are called:  
   a. controllable  
   b. direct  
   c. indirect  
   d. Margin results

43. Consumers who browse and/or purchase in more than one channel are known as___________.  
   a) cosmopolitan  
   b) Multi-channel shoppers  
   c) multi-taskers  
   d) Market mavens

44. In which of the following retailers are salespeople ready to assist in every phase of the locate-compare-select process?  
   a. self-service.  
   b. self-selection.  
   c. limited service.  
   d. full service.
45. The fastest growing segment of retailing is ____________.
   a. nonstore retailing  
   b. warehouse stores  
   c. hypermarkets  
   d. Category killers

46. The most important retail marketing decision a retailer has to make is to ____________.
   a. identify its target market  
   b. choose the right service response it wants to support  
   c. select the service mix  
   d. Develop a nice store atmosphere

47. ____________ includes all of the activities involved in selling goods or services to those who buy for resale or business use.
   a. retailing  
   b. wholesaling  
   c. bartering  
   d. Purchasing

48. A concept in retailing that helps explain the emergence of new retailers is called the ____________ hypothesis.
   a. retail life cycle  
   b. wheel-of-retailing  
   c. service-assortment  
   d. Product life cycle

49. Merchandising and display are an important part of the marketing plan and should have a reasonable budget allocated, even for a retailer operating on a ____________.
   a. corner  
   b. dime.  
   c. limit.  
   d. Shoestring.

50. A retailer’s ____________ is the key to its ability to attract customers.
   a. location  
   b. pricing system.  
   c. promotion system.  
   d. Store personnel.

51. Which of the following is NOT an example of non-store retailing?
   a. mail order.  
   b. party plan  
   c. department store  
   d. Catalogue shop.

52. The word Retail is derived from the ____________ word
   a. latin  
   b. french  
   c. english  
   d. none of these

53. In retailing there is a direct interaction with__________
   a. producer  
   b. customer  
   c. wholesaler  
   d. all of these

54. Retailing creates__________
   a. time utility  
   b. place utility  
   c. ownership utility  
   d. all of these

55. Retailing is a marketing function which ______
   a. sells products to other business  
   b. sells products to a company that resells em  
   c. sells products to final consumers  
   d. sells products for one’s own use
# Answers

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