

Name : Shweta.Shrinivas.Shetty
Subject: Retail Mangement
Class : TYBMS
Semester: VI

1. The functions of management start with-----.

- A. buying.
- B. planning.
- C. organizing.
- D. supervising.

ANSWER: B

2. Human resource management process consists of -----.

- A. recruitment.
- B. selection.
- C. training.
- D. all of these.

ANSWER: D

3. . ----- is the process of seeking and attracting a pool of people from which qualified candidates for job

vacancies can be selected.

- A. Selection.
- B. Advertisement.
- C. Compensation.
- D. Recruitment.

ANSWER: D

4.. ----- gives the nature and requirements of specific jobs.

- A. Human resource planning.
- B. Job descriptions.
- C. Job analysis.
- D. None of these.

ANSWER: A

5.. ----- is a kind of internal sources of recruitment.

- A. Promotion.
- B. Employee recommendation.
- C. Transfer.
- D. All of the above

6. Store security relates to ----.

- A. personal security
- B. merchandise security.
- C. both a & b.
- D. none of these.

ANSWER: C

7. Form of payment which a retailer may accept is ----.

- A. cash only.
- B. cash & credit cards .
- C. cash & debit cards.
- D. all of these

ANSWER: D

8. Many retailers have improved their operation productivity through -----.

- A. computerization.
- B. outsourcing.
- C. both a & b.
- D. none of these.

ANSWER: A

9. The computerized check out is used by -----.

- A. large retailers.
- B. small retailers.
- C. multi retailers
- D. all of these.

ANSWER: A

10. With the help of-----a retailer pays an outsider party to undertake one or more of its operating functions

- A. outsourcing.
- B. credit management
- C. computerization.
- D. none of these.

ANSWER: A

11. ----- helps the retailers to face the crisis situations.

- A. Risk management.
- B. Credit management.
- C. Financial management.
- D. All of these

ANSWER: A

12. Atmosphere in retailing refers to ----.

- A. the weather outside a store.
- B. The ambience, music, color scent in a store.
- C. assortment of products in the store.
- D. display of items in a store.

ANSWER: B

13. E-tailing refers to ----.

- A. sale of electronic items in a store.

- B. catalog shopping.
- C. music store.
- D. retailing shopping using the inter.

ANSWER: D

14. 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.

ANSWER: D

15. Retailing is a marketing function which ----.

- A. sells products to other business.
- B. sells products to a company that resells them.
- C. sells products to final consumers.
- D. sells products for ones own use

ANSWER: C

16 . The wheel of retailing explains the emergence of new retailing forms by ----.

- A. retailers cycle through peaks of high cost price and troughs of low cost price.
- B. whole sellers see retailing opportunity, enter retailing, then turn to wholesaling again.
- C. new retailers emerge, grow, mature and decline.
- D. low margin, low price retailers enter to compete with retailers who are high margin and high price.

ANSWER: D

17. All of the following are possible types of service that a retailer can offer except ----.

- A. self service.
- B. self selection.
- C. limited service.
- D. all of the above.

ANSWER: C

18. The correct statement about chain stores is ----.

- A. they offer economic of scale in buying.
- B. they can hire good managers.
- C. they integrate wholesaling and retailing function.
- D. they centralize function.

ANSWER: D

19. A set of basic values, perceptions, wants and behavior learnt by a member of society from the family and other important constitution is called.

- A. Social learning.
- B. Sub-culture.
- C. Culture.

D. Social development.

ANSWER: C

20. Which of the following factors include forces like small groups, family, social roles and status that will have an influence on buyer's behavior?

A. Cultural factors.

B. Psychological factors.

C. Personal factors.

D. Social factors

ANSWER: D

21. Which of the following psychological factors drive a person to satisfy his need and wants.

A. Motivation.

B. Perception.

C. Learning.

D. Beliefs and attitudes.

ANSWER: A

22. Which of the following buying instruments does not found in consumer buying?

A. Requests for quotations.

B. Proposals.

C. Purchase contracts.

D. None of the above

ANSWER: D

23. Which of the following factors influence the organizational buying decision process?

A. Buyers objectives.

B. Purchasing policies and resources

C. Size and composition or buyers.

D. All of the above.

ANSWER: D

24. strong reputation in that product area is called.

A. Product specialization

B. Market specialization.

C. Selective specialization.

D. Single-segment concentration.

ANSWER: A

25. A positioning strategy should include the following strategies except.

A. Product strategy.

B. Personnel strategy.

C. Promotion strategy.

D. Advertising and sales promotion strategy.

ANSWER: B

