**MODLE QUESTION AND ANSWER -TYBMS SEM VI-RETAIL MANAGEMENT**

**SUBJECT TEACHER-ASS.PROF.SHILPA SHELAR**

1. Retail is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_stage of any 'economic activity. (First, Last, mid)
2. Marketers see the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_process of retailing as a necessary part of their overall strategy. (distribution, production, purchasing)
3. McDonalds is an example of \_\_\_\_\_\_\_\_\_\_\_\_franchise. (product, manufacturing, business format)
4. retailers purchase manufacturers' seconds, overruns or off seasons at a deep discount is called as\_\_\_\_\_\_\_\_\_\_\_\_\_. (Off price, catalogue, Franchisee)
5. \_\_\_\_\_\_\_\_\_\_\_\_\_is a large, self-service retail food store offering groceries, meat as well as some non-food items, such as health and beauty products and general merchandise. (kiraana store, hyper market,supermarket)
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_stock items, ranging from groceries, hardware, and sports equipment to furniture and appliances to computers and electronics (kiraana store, hyper market,supermarket)
7. \_\_\_\_\_\_\_\_\_\_\_\_\_store stocks a particular type of merchandise (convenience, specialty,Departmental)
8. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is defined as the exchange of business information, through standard interfaces, by using computers. (Bar coding, Electronic label, Electronic Data Interchange)
9. \_\_\_\_\_\_\_\_\_\_\_\_\_\_--is fast transforming the way business is being conducted and monitored across the supply chain. (Radio Frequency Identification, Electronic Label, Electronic Surveillance)
10. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_he owns the trademark/ product/ service and licenses the trademark to another party (Franchisor, Franchisee, Franchise)
11. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_is a group of customers who are bound together by their loyalty to retailer and the activities in which the retailer engages. (Focus group, Shopper, retail brand community)
12. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_is a clear and definite plan outlined by the retailer to tap the market (Retail strategy, Diversification, Retail format)
13. \_\_\_\_\_\_\_\_\_\_\_\_\_provides a clear sense of direction for the organization and distinguishes the firm from all others (mission statement, brand eqUity,penetration strategy)
14. \_\_\_\_\_\_\_\_\_\_\_\_\_\_defines a series of actions that enable businesses to sell their products to customers. (Retail Value Chain, Retail Format, Brand Value)
15. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_include activities associated with receiving, storing and discriminating inputs to the product (Inbound Logistics, Outbound Logistics, Operations)
16. \_\_\_\_\_\_\_\_\_\_\_\_\_\_include the activities associated with collecting, storing and physically distributing the product to buyers (Inbound Logistics, Outbound Logistics, Operations)
17. \_\_\_\_\_\_\_\_\_\_\_\_\_Shopping Mall is an example of location (Free standing, Destination,Traditional)
18. \_\_\_\_\_\_\_\_\_\_\_\_are small selling spaces, typically located in the walkways of enclosed malls, airports, college campuses, or office building lobbies (Merchandise kiosks, Free standing, Shopping Centres)
19. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is group of retail and other commercial establishments that are planned, developed, owned, and managed as a single property (shopping center, merchandise kiosks, Free standing location)
20. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_is the process by which a retailer attempts to offer the right quantity of the right merchandise in the right place at the right time and meet the company's financial goals (Merchandise management, Procurement, Distribution)
21. the product that has high demand for a relatively short period of time is referred to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Staple merchandise, Fad merchandise, Fashion merchandise)
22. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the combination of all products made available in a store and a set Of products offered within a product category (Merchandise, SKU, Assortment)
23. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_gives the precise items and quantities that need to be purchased for each merchandise line (Model Stock Plan, Category, Assortment)
24. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ management means maintaining basic required stocks to fulfill consumer demands. a) Inventory b) store c) category d) Retail
25. Retail management comprises of\_\_\_\_\_\_\_\_\_\_\_\_goods and services to the consumer. a)Marketing b) selling c) advertising d) all the above.
26. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_factor influences a retail shopper in the buying process.a)merchandise range b) travel time c) locationd) all the above.
27. \_\_\_\_\_\_\_\_\_\_\_\_\_store is located without any competitor store around it.a)part of a business district b) freestanding c) shopping center d) hypermarket
28. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_has used 15th August and 26th January as days for giant sales.a)Pantaloons b) Big Bazaar c) D-mart d) Walrnart
29. \_\_\_\_\_\_\_\_\_\_\_\_products enjoy popularity and generate lot of sales in a short span of time and later of fashion.a)fad b) category killers c) variety d) assortment
30. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_refers to the design on an environment through visual communication, light, color, scent, , etc.a)theme b) visual merchandising c) planogram d) atmospherics.
31. In a retail store\_\_\_\_\_\_\_\_\_\_\_\_\_\_inform the customers about the products, offer and price.a)managers b) fixtures c) mannequins d) signage.
32. \_\_\_\_\_\_\_\_\_\_\_\_refer to the goods or merchandise kept on the premises of a store available for sale or distribution. a)space b) stock c) standard d) system
33. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_is referred to as reduction from the original retail price of an offering to meet the lower price of another retailer. (psychological ,discount, markdown)
34. \_\_\_\_\_\_\_\_\_\_\_\_is a strategy adopted by retailers who continually price their products lower than other retailers in the area.( Multi unit pricing,Every day lowe price,leader pricing)
35. \_\_\_\_\_\_\_\_\_\_\_are issued by manufacturers and retailers in newspaper on products ,on the shelf at the cash register.( rebate,coupon,multiple unit pricing)
36. \_\_\_\_\_\_\_\_\_\_\_\_is always calculated for current and future periods.( open to buy,merchandise hierarchy,assortment planning.)
37. \_\_\_\_\_\_\_\_\_\_\_is the process of critically evaluating the operation,duties and responsibilities of a specific job.(Job analysis,job searching,job creating)
38. The \_\_\_\_\_\_\_\_step of job analysis process includes collecting factual information relating to the job.( second,third,first)
39. The choice of the \_\_\_\_\_\_\_\_\_\_\_\_\_of the store again depends on the target audience and the kind of merchandise to be sold.( location,Product,store)
40. A \_\_\_\_\_\_\_ display exhibits heavier,bulkier items than racks hold.(open,closed,case
)
41. With a \_\_\_\_\_\_\_\_\_\_\_\_\_\_display a complete product bundle is presented rather than showing merchandise in separate categories.(open,case,ensemble)
42. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_can be termed as value addition activity within which add services along with products or goods and then offer it to personal or family use.(Manufacturing,retailing, servicing)
43. A\_\_\_\_\_\_\_ display depicts a product offering in a thematic manner and sets a specific mood.( Theme setting, Ensemble,open)
44. Rs.599,799 is called as\_\_\_\_\_\_\_\_\_\_pricing strategy.( odd,even, single)
45. \_\_\_\_\_\_\_\_\_refer to the process and procedure that the retailer has in place or smooth functioning of the store.( system,staff,space)
46. \_\_\_\_\_\_\_\_\_type of customers typically spend time in the retail store waiting for a friend or during lunch breaks.( focused fullfillers,time killers, analytical)
47. \_\_\_\_\_\_\_is place at the exists,prevent shoplifting.( Electronic article surveillance,bar code,RFID)
48. \_\_\_\_\_\_\_\_\_specalises on procuring eco friendly,organic ,natural and sustainable products,( Green retailing,airport retailing,green sourcing)
49. \_\_\_\_\_\_\_\_means establishing merchandise prices to drive competition away from market place.( markdown,predatory,high low pricing)
50. \_\_\_\_\_\_\_design is a function of the aesthetics within the store.( Exterior store,interior store,in store)