

**PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE & TECHNOLOGY**

**Final Examination Sept-2020
TYBMS (Semester-VI)**

Subject – Retail Management

Date:

1. In ____, travelers are often interested in duty free shopping.
 - A. wholesale market
 - B. airport retailing
 - C. unorganized retailing
 - D. organized retailing
2. Multichannel retailers face _____ because of difficulty in supply chain, credit sales, inventory mismanagement, etc.
 - A. strengths
 - B. opportunities
 - C. challenges
 - D. competition
3. ____ is not a form of non-store retailing.
 - A. Malls
 - B. Telemarketing
 - C. Shopping malls
 - D. Tele-calling
4. ____ retail sector is holding the larger shares of the retail market.
 - A. Unorganized
 - B. Organized
 - C. Small
 - D. Large
5. ____ involves a direct interface with the customer and coordination of business activities from end to end.
 - A. Manufacturing
 - B. Retailing
 - C. Wholesale
 - D. Distributing
6. For ____ retailers a store's physical layout is an important component in creating a retail experience that will attract customers.
 - A. Non store based
 - B. Store based
 - C. Public based
 - D. Private based
7. ____ stores have narrow product lines with deep variety, viz, apparel store, book store, etc.
 - A. Speciality
 - B. Departmental
 - C. Convenience

- D. Non store
8. ___ store is a large retail store offering a wide variety of products under one roof separated by different departments.
- A. Speciality
 - B. Departmental
 - C. Convenience
 - D. Non store
9. ___ store are relatively small stores located near residential areas open long hours, seven days a week and carrying a limited line of high- turnover convenience products at slightly higher prices.
- A. Speciality
 - B. Departmental
 - C. Convenience
 - D. Non store
10. Retailing done without conventional store-based locations is called ___ Retailing.
- A. Speciality
 - B. Departmental
 - C. Convenience
 - D. Non store
11. ___ Retailing refers to the traditional formats of low-cost retailing for example, local kirana shops, general stores, etc.
- A. Organized
 - B. Unorganized
 - C. Convenience
 - D. Multi-channel
12. ___ retailing as a great enable for remodelling retail organization around the customer, reinforcing brand and driving sustainable, profitable growth.
- A. Speciality
 - B. Departmental
 - C. Convenience
 - D. Non store
13. ___ identifies the items using a tag, which is made up of a microchip with a coiled antenna and a reader with an antenna.
- A. Electronic Article Surveillance
 - B. Radio Frequency Identification
 - C. Electronic Data Interchange
 - D. Foreign Direct Investment
14. An ___ is a system used by retailers to display product price and information on the shelves electronically.
- A. Electronic Article Surveillance
 - B. Electronic Shelf Label

- C. Electronic Data Interchange
- D. Foreign Direct Investment

15. ___ is a form of foreign investment which comes in form of a physical set up of a plant in the country where investor wishes to invest.

- A. Airport Retailing
- B. Foreign Portfolio Investment
- C. Foreign Direct Investment
- D. International Marketing

16. ___ research provides the correct and the latest information for arriving at sound marketing decisions.

- A. Market
- B. Competitor
- C. Product
- D. Business

17. ___ psychology is the study of human responses to product and service-related information and experiences.

- A. Wholesaler
- B. Consumer
- C. Retailer
- D. Manufacturer

18. A ___ customer will do word of mouth publicity and will attract many more towards the product.

- A. unsatisfied
- B. excited
- C. delighted
- D. frustrated

19. Buying decision process starts with ___

- A. Recognition of needs
- B. Purchase decision
- C. Evaluation of alternatives
- D. Post purchase decision

20. ___ helps in maintaining relationship by utilizing IT for periodical e-mailing, sms, greetings, promotional letters and personal calling.

- A. Point of sales
- B. Retailing
- C. Servicing
- D. Management

21. ___ provides the ways to gather lead contact information house it, use it for communication purposes and run reports on the data researches have collected.

- A. Manufacturer
 - B. Customer analytics
 - C. Competitor
 - D. Management
22. The ___ has a direct link with the manufacturers and buys products or goods directly from him and sells to retailer.
- A. competitor
 - B. producer
 - C. wholesaler
 - D. supplier
23. ___ Sector refers to the sectors undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc.
- A. Organized Retail
 - B. Unorganized retail
 - C. Multi-channel
 - D. Speciality
24. ___ retailing refers to the traditional formats of low-cost retailing for examples, local kirana, general store, etc.
- A. Organized retail
 - B. Unorganized
 - C. Multi-channel
 - D. Speciality
25. Direct mail, catalog marketing and telemarketing are ___ form of marketing.
- A. Direct
 - B. Unorganized
 - C. Multi-channel
 - D. Speciality