

VPM's
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Subject	Retail Management		
Roll No.		Marks	60 Marks
Total No. of Questions	60	Duration	1 Hour
Total No. of pages		Date	

Put circle on correct answer

1. IBM has developed the Shopping Buddy, which is a _____.
 - A. Full-body scanner that collects full body measurements in 10 seconds
 - B. **Computerized touchscreen PC that can be attached to shopping carts**
 - C. System in which consumers register their fingerprint and then pay by having their finger scanned at checkout
 - D. computerized shopping list of favorite and frequently purchased items

2. Which of the following is a recommended strategy for manufacturers when consumers select the outlet first and the brand second?
 - A. Retailer Image Advertising
 - B. **Point-Of-Purchase Displays**
 - C. Price Special On Brands
 - D. Brand Availability Advertising

3. Which of the following is the major reason consumer gives for shopping online?
 - A. Want Product Delivered
 - B. Price
 - C. Impulse
 - D. **Convenience**

4. Consumers acquiring product through mail, telephone, or computer is referred to as _____.
 - A. Outsourcing
 - B. Outlet Shopping
 - C. Non-Traditional Shopping
 - D. **In-Home Shopping**

5. Which of the following is a category of products and services based on their purchase characteristics relative to Internet shopping identified by Forrester Research?
 - A. "High-Touch" Goods
 - B. Search Goods
 - C. **Replenishment Goods**
 - D. Tangible Goods

6. Shalini orders her disposable contact lenses online & she is sent two boxes every six weeks. Based on Forrester Research's categories of products & services, which does this represent?
 - A. **Replenishment Goods**
 - B. Researched Items
 - C. Convenience Items
 - D. Shopping Goods

7. Which of the following category of products and services identified by Forrester Research based on their purchase characteristics relative to Internet shopping consists of low-risk discretionary items?
- A. Replenishment Goods
 - B. Researched Items
 - C. **Convenience Items**
 - D. Shopping Goods
8. 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
9. How can firms enhance consumers' control with regard to online privacy concerns?
- A. Don't Ask For Information
 - B. Use Blogs
 - C. **Use "Opt In" Approach**
 - D. Use Search Engine Optimization Approaches
10. MVM (My Virtual Model) helps consumers shopping online overcome which barrier?
- A. Security
 - B. Information Quantity
 - C. **Lack Of Touch**
 - D. Difficulty
11. Which of the following is NOT an online shopper segment?
- A. **Technocrats**
 - B. Adventurous Explorers
 - C. Suspicious Learners
 - D. Fun Seekers
12. A study by DoubleClick found that the number one reason consumers abandoned their online shopping carts was due to changing their mind.
- A. True
 - B. **False**
 - C. None of the above
13. What was the MAIN reason consumers gave in a survey for why they don't like shopping in stores?
- A. Don't Like Shopping
 - B. Dealing With Crowds
 - C. **Salespeople Are Poorly Informed**
 - D. The Time It Takes To Shop
14. 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
15. Anil is considerably computer literate, and he uses it all the time in his profession. He's a

freelance writer and uses the Internet to search for information, and most of his work is sent back and forth to his editors via the Internet. While Anil does shop online, it's nothing novel to him. To which segment of online shoppers does Anil belong?

- A. Suspicious Learners
- B. **Business Users**
- C. Fearful Browsers
- D. Technology Muddlers
- E. Shopping Avoiders

16. Hari is seen by others as the guy to go to if they have questions related to the Internet. He recently helped his friend download music from iTunes for his new iPod MP3 player. Hari also likes to shop online because, to him, it's more fun than going to a store. To which segment of online shoppers does Hari belong?

- A. Retailer's Dream
- B. Shopping Lovers
- C. Fun Seekers
- D. **Adventurous Explorers**

17. While Jignesh is open to new ways of doing things and he's not afraid of giving a computer his credit card number, he is reluctant to purchase online due to his lack of confidence in using a computer. He has never had any training on using a computer. To which segment of online shoppers does John belong?

- A. **Suspicious Learners**
- B. Business Users
- C. Fearful Browsers
- D. Shopping Avoiders

18. Which segment of online shoppers has an appealing income, but they don't purchase from the Internet because they don't like to wait for products to be shipped to them, and they like seeing merchandise in person before buying?

- A. Suspicious Learners
- B. Business Users
- C. Technology Muddlers
- D. **Shopping Avoiders**

19. For many people in-store shopping is perceived as neither fun nor an efficient use of time.

- A. **True**
- B. False
- C. None of the above

20. Sunil is twenty years old and has a high school education. He likes to go on the Internet to play games, but he's afraid to buy things online. Even if this was not so, he doesn't make enough money for him to be able to buy much anyway. Sunil belongs to which segment of online shoppers?

- A. Learners
- B. **Fun Seekers**
- C. Fearful Browsers
- D. Technology Muddlers

21. Even though Samir has a computer and online access, he doesn't spend much time using it.

He hears how his friends purchase items online, but he really has no interest in that area. Samir belongs to which segment of online shoppers?

- A. Suspicious Learners
 - B. Business Users
 - C. Fearful Browsers
 - D. **Technology Muddlers**
22. Sales of additional items to customers who come to purchase an advertised item are referred to as spillover sales.
- A. **True**
 - B. False
 - C. None of the above
23. Which of the following is NOT a factor affecting consumers' retail outlet selection?
- A. Outlet Image
 - B. Retailer Brands
 - C. Outlet Location And Size
 - D. **Number Of Levels Of Distribution**
24. The "Merchandise" dimension of store image includes _____.
- A. Quality
 - B. Price
 - C. Style
 - D. **All Of The Above**
25. Which dimension of store image consists of quality, selection, style, and price components?
- A. **Merchandise**
 - B. Service
 - C. Physical Facilities
 - D. Store Atmosphere
26. Which of the following components represent the service dimension of a store's image?
- A. Quality, Selection, Style, And Price
 - B. **Layaway Plan, Sales Personnel, Easy Return, Credit, And Delivery**
 - C. Location And Parking
 - D. Store Reputation
27. Good product offers and information, value, and alignment with consumers' interests are components of which dimension of online retailer image?
- A. **Usefulness**
 - B. Enjoyment
 - C. Style
 - D. Familiarity
28. Brands owned and sold by a specific retail outlet are known as _____.
- A. Primary Brands
 - B. Secondary Brands
 - C. **Store Brands**
 - D. Internal Brands
29. What is the key to success of store brands?
- A. Low Price

- B. Low quality, but at a low price
 - C. High Quality At A High Price
 - D. **High Quality At A Reasonable Price**
30. Selecting a retail outlet involves a different type of process as selecting a brand.
- A. True
 - B. **False**
 - C. None of the above
31. Harini is very frugal, so she regularly combs the grocery ads looking for bargains. Usually she'll go to a particular store just to buy an advertised item, but sometimes she purchases other items that were not advertised as well. The purchases of the unadvertised items represent which type of sales?
- A. Incremental Sales
 - B. **Spillover Sales**
 - C. Marginal Sales
 - D. Impulse Sales
32. A price with which other prices are compared is known as a _____.
- A. **Reference Price**
 - B. Comparison Price
 - C. Base Price
 - D. Internal Price
33. Leena loves to shop at Lifestyle and feels she is saving a lot of money because the price tags usually have the manufacturer's suggested retail price (MSRP) listed and crossed off and the Lifestyle price below much lower. The MSRP is being used as a _____.
- A. Base Price
 - B. **Reference Price**
 - C. Deceptive Price
 - D. Perceptual Price
34. Which type of reference price is presented by a marketer for the consumer to use to compare with the current price?
- A. Base Reference Price
 - B. **External Reference Price**
 - C. Private Reference Price
 - D. Outlet Reference Price
35. Which type of reference price or price range does a consumer retrieve from memory to compare with a price in the market?
- A. Base Reference Price
 - B. Historical Reference Price
 - C. Private Reference Price
 - D. **Internal Reference Price**
36. A Rs. 10 savings on a Rs. 200 item should _____.
- A. Not Show The Regular Price
 - B. **Show The Rupees Savings But Not The Percentage Savings**

- C. Show The Percentage Savings But Not The Rupees Savings
 - D. Show Both The Rupees Savings And The Percentage Savings
37. The retail attraction model is also called the _____.
- A. **Retail Gravitation Model**
 - B. Retail Dispersion Model
 - C. Retail Composition Model
 - D. Retail Concentration Model
38. Sales increases generated by the addition of various types of P-O-P materials in supermarkets are called "lift."
- A. **True**
 - B. False
 - C. None of the above
39. Jasbir is trying to determine the level of his store's attraction by using the square footage as a measure of breadth of merchandise and the distance to the store from different geographic areas. Which model is he using?
- A. Retail Multiattribute Model
 - B. **Retail Gravitation Model**
 - C. Retail Attribution Model
 - D. Retail Distribution Model
40. The purchase of products involves the risk that they may not perform as expected, causing which of the following to be high?
- A. Time Cost
 - B. Effort Cost
 - C. Physical Cost
 - D. **All Of The Above**
41. Purchase of which product typically represents low social risk and low economic risk for consumers?
- A. Deodorant
 - B. Automobile
 - C. **Socks**
 - D. Auto Repairs
42. Which of the following is a segment of consumers based on shopping orientation?
- A. **Chameleons**
 - B. Shopping Lovers
 - C. Adventurous Explorers
 - D. Shopping Avoiders
43. Most purchases in supermarkets are planned.
- A. True
 - B. **False**
 - C. None of the above
44. Tylenol, which is an analgesic known as acetaminophen, warns in some of its advertising that consumers should read labels carefully because several other types of medications include acetaminophen (e.g., Tylenol Sinus) & consumers could overdose on this medicine and potentially suffer liver damage. Which type of cost is associated with this risk?

- A. Time Cost
 - B. Effort Cost
 - C. Physical Cost
 - D. **Mental Cost**
45. Which of the following is a description of the shopping orientation known as Predators?
- A. Their shopping styles are situation-specific or constantly changing.
 - B. **They are purposive and speed oriented in their shopping.**
 - C. They shop both to make purchases and as an activity.
 - D. They like to shop.
46. Purchases made in a retail outlet that are different from those the consumer planned to make prior to entering that retail outlet are called _____.
- A. Incremental Purchases
 - B. Irrational Purchases
 - C. **Unplanned Purchases**
 - D. Emotional Purchases
47. A retailer being temporarily out of a particular brand is called _____.
- A. Whiteouts
 - B. Blackouts
 - C. **Stockouts**
 - D. Shortage
48. CRM stands for?
- A. **Customer Relationship Management**
 - B. Customer Retaining Management
 - C. Cursor Retail Management
 - D. Customer Relationship Money
49. The party that sells goods and services within the framework of the franchise?
- A. **Franchisee**
 - B. Franchisor
 - C. Franchise
 - D. None of the above.
50. Multi-channel shoppers generally spend less than single-channel shoppers.
- A. True
 - B. **False**
 - C. None of the above
51. A large box in which products for sale are kept on the shop floor?
- A. **Bin/Display Bin**
 - B. Bricks and mortar store
 - C. Buying Power
 - D. Catchment
52. The ability to negotiate favorable terms due to the proposition of high volume purchases?
- A. Bin/Display Bin
 - B. Bricks and mortar store
 - C. **Buying Power**
 - D. Catchment

53. When the customer gives a buying signal, what should the sales associate do?
- A. Determine if the customer needs anything else.
 - B. Turn the customer over to a more seasoned sales associate.
 - C. Wait to see if the customer wants anything else.
 - D. **Close the sale before the customer changes his mind.**
54. Perceived risk is considered a consumer characteristic as well as a product characteristic.
- A. **True**
 - B. False
 - C. None of the above
55. When discussing with an associate how to handle an upset and dissatisfied customer, it is BEST to:
- A. Coach the associate to get a manager as quickly as possible.
 - B. **Coach the associate to diffuse the customer's anger first and find out why she is upset.**
 - C. Coach the associate to allow the customer to vent her anger.
 - D. Coach the associate to inform the customer to stop being angry.
56. Successful retail organizations are recognizing that customer loyalty is a key factor in their success. What does customer loyalty mean to a retail business?
- A. Loyal customers spend more time when making a purchase and that increases their value to the retailer.
 - B. Customer loyalty decreases the amount of advertising a retailer must do to be competitive.
 - C. Customer loyalty increases employee satisfaction and loyalty.
 - D. **Repeat business from loyal customer's increases a retailer's sales and profit because shoppers buy more often, recommend the retailer to others, and pay more for goods and services.**
57. There are basic expectations that most customers have regardless of where they shop, and — expectations that differ according to the type of store.
- A. **Service**
 - B. Convenience
 - C. Price
 - D. Product
58. [Listed below are several factors that affect the success of a retail business. Which of the following selections best describes internal factors, which a Retail Manager can influence?](#)
- A. **Product availability, shopping atmosphere, customer service**
 - B. Pricing, product placement, customers.
 - C. Customers, branding, product availability.
 - D. Advertisement, Customers, Place & Price
59. The planning and execution of product distribution?
- A. Profit
 - B. One-stop-shop
 - C. **Logistics**
 - D. Merchandising

60. Concern regarding credit card security is the major reason given among those who are online but have never made a purchase online.
- A. **True**
 - B. False
 - C. None of the above