

TYBMS SEM VI 2019-2020 RETAIL MANAGEMENT MOCK TEST

Serial No.	Question	Option A	Option B	Option C	Option D	Right Option	Right answer
1	Retail is the _____ stage of any economic activity.	First	Last	Mid	No	B	Last
2	Marketers see the process of retailing as a necessary part of their overall _____ strategy.	Distributio n	Production	Purchasing	Transportatio n	A	Distribution
3	McDonalds is an example of _____ franchise.	Product	Manufactur ing	Business format	Generic	C	Business format
4	_____ retailers purchase manufacturers' seconds, overruns or off seasons at a deep discount.	Off price	Catalogue	Franchisee	Product	A	Off price
5	A _____ store stocks a particular type of merchandise.	Convenien ce	Specialty	Department al	Distribution	B	Specialty
6	_____ has identified various elements that go into the composition of a value chain.	Philip Kotler	Adam smith	Darwin	Michael Porter	D	Michael Porter
7	_____ is a clear and definite plan outlined by the retailer to tap the market	Retail strategy	Diversificati on	Retail format	Distribution	A	Retail strategy
8	The _____ provides a clear sense of direction for the organization and distinguishes the firm from all others	Penetratio n strategy	Diversificati on	Brand equity	Mission statement	D	Mission statement
9	The _____ defines a series of actions that enable businesses to sell their products to customers.	Retail Value Chain	Retail Format	Brand Value	Retail strategy	A	Retail Value Chain
10	Shopping Mall is an example of _____ location.	Free standing	Specialty	Traditional	Destination	D	Destination
11	A _____ is the smallest unit available for inventory control.	Assortmen t	Catalogue	Category	Stock- keeping unit	D	Stock-keeping unit

12	Merchandise that has high demand for a relatively short period of time is referred to as _____.	Staple merchandise	Fad merchandise	Fashion merchandise	Brand merchandise	C	Fashion merchandise
13	_____ enjoy popularity for a limited period of time and usually generate a high level of sales for a short time.	Fads	Staples	Necessities	Generic	A	Fads
14	_____ is the combination of all products made available in a store and a set of products offered within a product category.	Merchandise	SKU	Category	Assortment	D	Assortment
15	_____ brands target price-sensitive segment by offering no-frills product at a discount price.	Generic	Copy cat	Premium	Product	A	Generic
16	The storefront is a reflection of the personality of the _____.	Distribution	Production	Purchasing	Store	D	Store
17	_____ is also termed as a 'silent salesman'.	Staple merchandise	Fad merchandise	Visual merchandise	Brand merchandise	C	Visual merchandise
18	Most of the times it is the exterior look of the _____ that draw a customer to the store.	Retail outlet	Diversification	Wholesale format	Distribution	A	Retail outlet
19	Grid layout is _____.	Expensive	Cheap	Cost-	No cost	C	Cost-effective
20	Cash Wraps are also known as _____ areas.	Product	No cost	Cost-effective	Check out	D	Check out