

# Subject Name:Retail Management ,Subject Code:18MBAMM402

30 MCQs (1 mark each) & 4 short-answer type questions (can be case study) (5 marks each):  
Total:34 Questions for 50 Marks

\* Required

1. Name \*

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2. USN \*

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3. Semester \*

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4. CMRIT Email Id \*

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5. The main feature of the independent retailing is \*

1 point

*Mark only one oval.*

- Big in size
- Ease of entry
- Organised
- Most of them are north Indians

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7. Independent retailer serves the demand of \*

1 point

*Mark only one oval.*

- Local Area
- Regional Area
- National Area
- International Area

8. A distinguish characteristics of chain store system is \*

1 point

*Mark only one oval.*

- Centrally Managed
- Large in numbers
- Ease of entry
- Offers deep merchandise

9. Leased department store is also known as \*

1 point

*Mark only one oval.*

- Shop in shops
- Franchisee
- Organised retail
- Vertical marketing system

10. In a vertical marketing system, almost all the numbers of distribution channel \*  
\*

1 point

*Mark only one oval.*

- Work together
- Work separately
- Compete with each other
- Are located at one central location

11. Consumer cooperatives are owned and managed by \*

1 point

*Mark only one oval.*

- Government cooperative societies
- Its customers or members
- Publica welfare associations
- Trade unions

12. The main benefit of a supermarket is \*

1 point

*Mark only one oval.*

- Low priced good or Every day low price
- Convenient shopping hours
- enough space for parking
- self service

13. KFC, Subway and Taco Bell are examples of \*

1 point

*Mark only one oval.*

- Grocery store
- Optical store
- Food Store
- Jewellery store

14. Speciality store offers \*

1 point

*Mark only one oval.*

- Discounted merchandise
- Unique fashionable goods
- Narrow product line with a deep assortment
- Apparel Merchandise

15. A parasite store is \*

1 point

*Mark only one oval.*

- a huge sized outlet
- small outlet with its own floor area
- its own floor area but not its own customer traffic
- neither its own floor area nor its own customer traffic

16. Electronic retailing is also referred as \*

1 point

*Mark only one oval.*

- e-tailing
- catalogue retailing
- television shopping
- vending machine

17. Asian sky shop is an example of \*

1 point

*Mark only one oval.*

- electronic shopping
- television shopping
- vending machine
- direct selling

18. Under direct selling method, buying and selling \*

1 point

*Mark only one oval.*

- takes place at intervals
- is done on the spot
- takes place through electronic media
- takes place through courier

19. The main advantage of internet retailing is \*

1 point

*Mark only one oval.*

- that it does not require any direct human interactions
- that it is the fastest growing retail format in retail industry
- its convenient access to product and services
- its self service device or terminal

20. Customer is someone who actually \*

1 point

*Mark only one oval.*

- buys the goods and services
- sells the goods and services
- consumes the goods and services
- decides the goods and services

21. The consumer buying process begins with the \*

1 point

*Mark only one oval.*

- need recognition
- finalising a retailer
- selecting merchandise
- searching and evaluating for retailers

22. The buying process begins when people realise \*

1 point

*Mark only one oval.*

- they have some motivation to purchase
- they have enough resources to purchase
- they have some unsatisfied needs
- they have searched and evaluated the retailer

23. Psychological needs can \*

1 point

*Mark only one oval.*

- be satisfied through shopping
- not be satisfied
- be very difficult to satisfy
- be satisfied through several shopping

24. Functional need is related to \*

1 point

*Mark only one oval.*

- the cost of the goods
- the availability of the goods
- the performance of the goods
- the comparison of the goods

25. Organised retailing in India is successful in \*

1 point

*Mark only one oval.*

- remote areas
- urban areas
- rural areas
- deserted areas

26. Lifestyle is the outcome of \*

1 point

*Mark only one oval.*

- social factors
- psychological factors
- both social and psychological factors
- cultural factors



27. A reference group may be \*

1 point

*Mark only one oval.*

- place of work
- friend circle factors
- celebrity
- place of work,friend circle factors and celebrity

28. Social factor is \*

1 point

*Mark only one oval.*

- family size
- reference group
- culture
- family size, reference group and culture

29. FMCG means \*

1 point

*Mark only one oval.*

- Fast Moving Customer Goods
- Fast Moving Consumer Goods
- Fast Merchandise Consumer Goods
- Fast Merchandise Customer Goods

30. CAGR means \*

1 point

*Mark only one oval.*

- Compound Annual Growth Rate
- Company Annual Growth Rate
- Calculated Annual Growth Rate
- Computed Annual Growth Rate

31. Trade up concept is related to \*

1 point

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- Wheel of retailing
- The Retail Accordion
- Melting Pot Theory
- Polarization theory

32. High cost, high price and conservative operation- these concepts are discussed in \*

1 point

*Mark only one oval.*

- Melting Pot Theory
- Melting Pot Theory and Polarization theory
- The Retail Accordion
- Wheel of Retailing

33. The Retail Accordion theory is proposed by \*

1 point

*Mark only one oval.*

- Hollander
- Mc Gregor
- John Nash
- Adam Smith

34. Retail Accordion theory explained \*

1 point

*Mark only one oval.*

- retail evolution as a cyclical trend in terms of the number of merchandise categories
- consumer evolution as a cyclical trend in terms of the number of merchandise categories
- wholesale market evolution as a cyclical trend in terms of the number of merchandise categories
- distributor evolution as a cyclical trend in terms of the number of merchandise categories

35. Retail Accordion theory is also known as \*

1 point

*Mark only one oval.*

- general-specific-general theory
- specific-general-general theory
- general-general- specific theory
- general-specific theory

36. Explain organised versus unorganised retail industry in India \* 5 points

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37. What is reference group? How does reference group affect buying decisions? \* 5 points

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38. What is lifestyle? Discuss psychological and functional need of the consumer. \* 5 points

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39. Explain how does the consumer behaviour study help in understanding customer issues. \* 5 points

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