

IAT 2- Retail Management 18MBAMM402

Date: 3/11/2020

Time:9 am to 10 a.m,

30 MCQs (1 mark each)

4 short-answer type questions (5 marks each):

Total -34 Questions for 50 Marks

* Required

1. Name *

2. USN *

3. Semester *

4. CMRIT Email ID *

5. Traffic flow analysis includes *

1 point

Mark only one oval.

- movement of vehicular traffic
- parking facilities
- distance to store
- movement of vehicular traffic, parking facilities and distance to store

6. Supply density refers to gap between *

1 point

Mark only one oval.

- import and export
- production and consumption
- buying and selling
- demand and supply

7. How many layers does a trading area have? *

1 point

Mark only one oval.

- two
- three
- five
- seven

8. Cost of land development is considered while *

1 point

Mark only one oval.

- selection of locality
- selection of the exact site
- selection of region
- selection of country

9. How much customer's density does a trading area have? *

1 point

Mark only one oval.

- 15-25 percent
- 25-50 percent
- 50-80 percent
- 100 percent

10. Predatory pricing belongs to *

1 point

Mark only one oval.

- Low pricing
- high pricing
- discounted pricing
- price lining

11. Value is the relationship between *

1 point

Mark only one oval.

- demand and supply
- buying and selling
- expectation and ability to pay
- inputs and outputs

12. Price can be defined as *

1 point

Mark only one oval.

- production cost + profit
- consumers' ability to pay
- cost of goods + operating cost + profit
- (production cost + profit), consumers' ability to pay and (cost of goods + operating cost + profit)

13. Out of 4Ps, which one generates income *

1 point

Mark only one oval.

- product
- price
- place
- promotion

14. ROI refers to *

1 point

Mark only one oval.

- rate of investment
- retail over investment
- return on investment
- return on income

15. To be successful in retail, pricing policy should be always *

1 point

Mark only one oval.

- lowest
- highest
- consistent
- predominant

16. Deciding duty chart belongs to *

1 point

Mark only one oval.

- pre store opening activities
- trading hour activities
- post store closing activities
- post store marketing activities

17. Inventory turnover refers to *

1 point

Mark only one oval.

- sales/ profit
- sales/inventory
- purchase/ profit
- purchase/ inventory

18. EDLP stands for *

1 point

Mark only one oval.

- everyday luxury prices
- everyday low prices
- everyday left prices
- everyday low products

19. CCTVs are used for *

1 point

Mark only one oval.

- energy management
- inventory management
- loss prevention
- finance prevention

20. The store manager is responsible for *

1 point

Mark only one oval.

- managing inventory
- managing employees
- cost minimisation
- managing inventory, managing employees and cost minimisation

21. What attracts the customer *

1 point

Mark only one oval.

- customer service
- quality of merchandise
- customer service and quality of merchandise
- money

22. What is a difficult job for a store manager? *

1 point

Mark only one oval.

- Managing diverse set of unskilled people
- pricing
- product selling
- making profit

23. A typical step in recruitment process by the store manager includes *

1 point

Mark only one oval.

- Train employees
- Motivate employees
- Evaluate employees
- Train employees, Motivate employees and Evaluate employees

24. A store training can be *

1 point

Mark only one oval.

- structured
- unstructured
- Both structured and unstructured
- paid

25. Managing employees in store means *

1 point

Mark only one oval.

- Measuring performance
- Setting goals
- Measuring performance and Setting goals
- giving leave

26. Leadership by a store manager means *

1 point

Mark only one oval.

- to influence employees in a store
- to fire employees in a store
- to give the employees bribes
- to call employees for meeting

27. Behaviours of the store manager as a leader needs to be *

1 point

Mark only one oval.

- task oriented
- group maintenance
- task oriented and group maintenance
- aggressive

28. Types of leaders as a manager in a store are of *

1 point

Mark only one oval.

- 3
- 2
- 4
- 5

29. Why does the store manager set goals? *

1 point

Mark only one oval.

- to improve employees' motivation
- to improve employees' performance
- to improve employees' knowledge
- to improve employees' service to customers

30. Individualised motivation programme by a store manager refers to * 1 point

Mark only one oval.

- Group incentive
- A La Carte Reward Programs
- Bonus
- Leave approval

31. Feedback by store manager means * 1 point

Mark only one oval.

- performance
- calling customers
- performance outcome vs process
- process creation

32. Rewards given by a store manager include * 1 point

Mark only one oval.

- Extrinsic
- Intrinsic
- Extrinsic and Intrinsic
- Payment

33. Shrinkage means *

1 point

Mark only one oval.

- (Accounting record- actual inventory)/ profit
- (Accounting record- actual inventory)/ sales
- (Accounting record- sales)/actual inventory
- (Accounting inventory actual record)/ sales

34. Sources of inventory shrinkage is mostly from *

1 point

Mark only one oval.

- Employee theft
- shoplifting
- fire in a store
- manufacturer's fault

35. Explain the types of retail locations *

5 points

36. Write a note on retail promotion strategies *

5 points

37. Explain strategic planning process *

5 points

38. What are Trading areas? *

5 points

This content is neither created nor endorsed by Google.

Google Forms