**STAY HOME STAY SAFE**

**Atal Bihari Vajpayee Vishwavidyalaya, Bilaspur(Chattisgarh)**

**Department Of Commerce and Financial Studies**

**Question Bank**

**B.Com- VI Semester**

**Subject-Retail Management**

**SELECT THE CORRECT ANSWER-**

1. Which of the following statement about retail marketing is true
2. sells products to other businesses
3. sells products to a company that resells them
4. **sells products to final consumers**
5. sells products for one's own use
6. A multi channel retailer sells merchandise
7. over telephone
8. through retail stores
9. over internet
10. **over more than one channel;**
11. E-retailing refers to
12. sales of electronic items
13. catalog shopping
14. computerized store
15. **retailing and shopping through internet**
16. What is the full form of VAT?
17. **value added tax**
18. very important additional tax
19. value additional tax
20. value added theory
21. Mail order retailing is the same as:
22. Direct selling
23. In Home retailing
24. E-tailing
25. **Catalog retailing**
26. All of the following are types of non store retailing, except
27. Catalog retailing
28. Vending Machines
29. **Chain store**
30. Direct Mail
31. Person to person interaction between a retailer and a prospective customer is:
32. Direct marketing
33. Automatic selling
34. **Direct selling**
35. Buying service
36. Independent retailers who use a central buying organization and joint promotional efforts are called a
37. merchandising conglomerate
38. corporate chain store
39. **retailer cooperative**
40. voluntary chain
41. A retail firm owned by its customers in which members contribute money to open their own store, vote on its policies, elect a group to manage it, and receive dividends is called a
42. Corporate chain store.
43. merchandising conglomerate
44. voluntary chain
45. **consumer cooperative**
46. The oldest and most heavily trafficked city area is called
47. regional shopping center
48. prime location
49. urban district
50. **Central business district**
51. \_\_\_\_\_\_ is the process of selling consumer goods and services to customers through multiple channels of distribution to earn a profit.(**Retailing**)
52. What rank retail industry holds globally in terms of high-intensity competition? **(2nd Position)**
53. What percentage did retail sector contributes to the GDP of India.?**14%**
54. Retail environment is the environment is which things are sold on

(a) Domestic level  **(b) Commercial level**

(c) State level (d) Global level

1. Retail business environment is most relevant to

(a) Creates utility and value

(b) Comfort and facility of shopping

(c) Provision of storage and warehousing

(d) **All of the above**

1. Hypermarket is a combination of \_\_\_\_\_\_\_\_\_\_\_&\_\_\_\_\_\_\_\_\_\_.(**Super Market and Departmental Store**)
2. The departments which are centrally organized and are under one united management and control is\_\_\_\_\_\_\_\_\_\_\_\_.(**Departmental Store**)
3. What is the limitation for hypermarket?

 (a) Low price (c) Wide range of product

 (b) Huge investment (d) **Overcrowding**

1. Wal-Mart is which type of store \_\_\_\_\_\_\_.(**Hypermarket**)
2. Give two examples of supermarket.(**D-Mart and Apna Baazaar**)
3. What refers to the variables that a retailer can use in variable methods to arrive at an effective marketing strategy
4. **retail marketing mix**
5. Merchandise management
6. Product mix
7. Place mix
8. The use of the multiple methods depending on their objectives is to.
9. promote themselves
10. Create market profiles
11. **Both A and B**
12. None of the above
13. 1st step in marketing program is

 **(a) Identify merchandise**

 (b) Pricing strategies

(c) Market conditions

(d) Media analysis

1. Choosing the right media depends upon
2. Market
3. Message
4. Merchandise
5. **All of the above**
6. The process through which each retailer decides how to manage the product
	1. **Managing merchandise**
	2. Retail management
	3. Product mix
	4. None of the above
7. Retailers used to have the ability of
	1. Organize inventory
	2. Manage inventory
	3. Check supply of inventory
	4. **All of the above**
8. Potential threats and market opportunities Comes in the form of
	1. Consumer
	2. Market change
	3. Technology scans
	4. **All of the above**
9. Monitoring market includes
	1. Tracking competitors
	2. Follow market trends
	3. Detect threats
	4. **All of the above**
10. The methods used to establish the best price is know as
	1. **Pricing strategies**
	2. Monitoring market
	3. Retail marketing
	4. Product planning
11. Which of the following is strategy for pricing
	1. Cost push pricing
	2. Competitive pricing
	3. Price skinning
	4. **All of the above**
12. Which of the following explain the need for facility location selection?
13. When the existing business unit has outgrown its original facilities and expansion is not possible.
14. When a business is newly started.
15. When the lease expires and the landlord does not renew the lease.
16. **All of these.**
17. Which of the following is the first step in making a correct location choice?
18. Develop location alternatives
19. **Decide the criteria for evaluating location**
20. Evaluate the alternatives
21. Make a decision and select the location

#### Which is not the factor of site selection

#### Connectivity and ease of traffic flow

#### Parking facility

#### Cost effectiveness

#### Public service.

#### Which of the following is not part of a store's strategy mix?

1. Legislation.
2. Store location.
3. Pricing.
4. Store atmosphere.
5. What is not a process of selecting proper store location?
6. Analyzing alternate trade areas.
7. Determining the most beneficial type of location.
8. Selecting a general site.
9. **Product selection.**
10. What is not a site selection procedure?
11. Surface surveys.
12. Underground surveys.
13. Selection of possible religions for site.
14. Social surveys.

1. Choose the correct interior atmospheric store product?
2. Road.
3. Trees.
4. Car.
5. **Flooring.**
6. Choose the correct basic function of store?
7. **Safe keeping of goods (custody).**
8. Public analysis.
9. Production.
10. Product arrangement.
11. What is the process of site evaluation?
12. Store location.
13. **Market survey.**
14. Production.
15. Selling.
16. What is an external environment for store?
17. Goods.
18. Chair and table.
19. **Roadways.**
20. Fan.
21. Business markets the demand is more
22. Elastic
23. **Inelastic**
24. Realistic
25. Insignificant
26. The business buying process starts with the
27. **Problem recognition**
28. General need description
29. Product specification
30. Supplier search
31. “----------- is the action and decisions process or people who purchase goods and services for personal consumption.”
	1. **Consumer behavior**
	2. Consumer interest
	3. Consumer attitude
	4. Consumer interpretation
32. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is one of the most basic influences on an individual’s needs, wants, and behaviour.
	1. Brand
	2. **Culture**
	3. Product
	4. Price
33. Customer is one type.
34. **Buyer**
35. Seller
36. Owner
37. None of these
38. Which of the following is not a type of customer?
39. New customer
40. **Local customer**
41. Ppotential customer
42. Discount consumer
43. A person of pleasure which results in products performance that match expectations is called
44. **Satisfaction**
45. Dissatisfaction
46. Distinctive proposition
47. Superior value
48. The record of satisfaction of company's employees, suppliers and distributors is the part of
49. **Stakeholder performance scorecard**
50. marketing dashboards
51. customer performance scorecard
52. market performance record
53. What goal of Internet retail is commonly known as investor relations?
54. E-mail newsletter.
55. **Provide financial and share information.**
56. Provide information about store locations.
57. Sell products online.
58. None of the above.
59. For a transactional website, what measure describes the proportion of visitors that convert to sale?
60. **Conversion rate.**
61. Average order value.
62. Repeat customer conversion.
63. Shopping cart abandonment.

 **SHORT ANSWER TYPE QUESTIONS**

1. What is meant by retail?
2. How retail works?
3. What the steps of retail?
4. Define the importance of retail in India?
5. What is the function of retail?
6. What is retail product?
7. What are three benefits of retailing?
8. What are three benefits of retailing?
9. What is retail format?
10. What are the types of retailer?
11. Define a Retail business environment.
12. Write down the meaning of Retail, Retailer and Retailing?
13. What is Discount Store? .
14. Write down the features of Retail business environment.
15. Difference between Discount store and Variety store.
16. What is Mall? Also write down its features.
17. Write down types of retailers.
18. What is Supermarket? Give the examples.
19. What is warehouse store?
20. Explain the relevance; Provision of storage and warehousing.
21. What is retail marketing mix?
22. What are the variables in retail marketing mix?
23. Explain 4P’s of marketing mix.
24. Explain Merchandise as an element of 4M’s.
25. Explain message as an element of 4M’s.
26. Merchandise mix includes analysis of which factors in market?
27. What is Merchandise management?
28. What at are the objectives of merchandise management?
29. What ability do retailers need to have for effective management of merchandise?
30. What is monitoring market explain pricing strategy?
31. What is retail location?
32. What is site evaluation?
33. What are the types of retail location?
34. State the process of site selection Store?
35. Write the functions of store?
36. What is internal store?
37. What is external store?
38. What is the display and atmospheric condition of store?
39. Name the store’s category management?
40. What is category mix?
41. Write a short note on buying decision process.
42. What is the first step in the consumer decision-making process? Explain?
43. Discuss in brief types of buying made by customers.
44. What things should a customer consider before making a purchase?
45. What do you mean by discount consumer?
46. What is the new customer?
47. What do you mean by Customers Satisfaction?
48. Briefly describe the importance of customers Satisfaction.
49. What Role Does the Internet Play in the Marketing & Sale of Products?
50. What Is Market Research?

**LONG ANSWER TYPE QUESTIONS**

1. What are the types of retailer? Explain?
2. What are the types of retail format? Explain?
3. What is modern retail format? Explain
4. Explain what is modern trade in retail?
5. Explain what is the modern trade?
6. What is Indian retail industry? Explain?
7. Which is the biggest retail chain in India?
8. Explain how big is retail? With examples?
9. Who is the father of retail? Explain all points with examples?
10. Explain all the functions of retail?
11. Expalin relevance of retail marketing environment in detail.
12. Explain Macro and Micro factors of retail market.
13. Explain Hypermarket. Explain its features and advantages.
14. Explain how a Hypermarket is a mixture of super market and department store.
15. Write down difference between Discount store and warehouse store.
16. Explain Variety store along with its advantages and disadvantages.
17. Explain Retail market as per share in India’s economic contribution and growth.
18. What is a Supermarket? Explain its features and limitations.
19. Difference between Hypermarket and supermarket.
20. What is Departmental store? Write down its features and limitations.
21. What is retail marketing mix and explain its objective?
22. Explain the shift from 4 p’s to 4 m’s
23. Why now the 4 P’s are not particularly helpful in marketing mix?
24. What is Managing Merchandise and its objective?
25. What are the qualifications and abilities required for effective management of market by retailer?
26. What is monitoring market and its objective?
27. Why it is necessary to monitor market?
28. What is pricing strategy?
29. State the importance and objectives of pricing strategy.
30. Explain all five pricing strategies in detail.
31. Explain in brief of all the functions of store?
32. State and explain the external and internal store?
33. Briefly explain the process of site selection for Store?
34. What are the major factors which affects the store location?
35. Explain the economic and social condition under which the site is selected?
36. Clearly explain the product category lifecycles and category mix?
37. What is the suitable display and atmospheric condition for store location?
38. Write down the characteristics of site evaluation?
39. Write down the location characteristics?
40. Write down the factors to be considered while evaluation and locating of stores?
41. Explain in detail the consumer buying decision process?
42. Identify types of decisions that can be made using differential analysis.
43. Explain the types of buying by customers in detail with examples.
44. Explain in detail what things affect the buying decision of customers?
45. What do you understand by customer? Describe their types.
46. What is a loyal customer? Explain how important a list planet is for market.
47. Write short notes on
48. Pricing
49. Promotion
50. Retail services
51. Retail branding
52. Describe to need for Consumer satisfaction. .
53. What is the process to open a retail store online?
54. What is the role of it in retail sector?

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