Sample MCQs in the subject of Retail Management (M.Com Part-II) Semester IV Management

1. Retailers offering products in smaller quantities tailored to individual consumer’s and household’s consumption patterns is known as:
   a) Visual Merchandising
   b) Warehousing
   c) Breaking Bulk
   d) Advertising

2. Pavement Vendors are categorized in:
   a. Unorganized Retailing
   b. Organized Retailing
   c. Mixed Retailing
   d. Warehouse Clubs

3. E-tailing stands for
   a. Entrepreneurial Retailing
   b. Ecological Retailing
   c. Electronic Retailing
   d. Efficient Retailing

4. EDI stands for
   a. Electronic Data Interchange
   b. Electronic Data Institute
   c. Electronic Data Insurance
   d. Electronic Data Industry

5. Retail comes from French word
   a. Retuiller
   b. Retaail
   c. Retaillier
   d. Retteeler

6. Total system supplied by the franchisor for running the business is known as
   a. Product Franchise
   b. Manufacturing Franchise
   c. Business Format Franchise
   d. Licensing

7. Which of the following is not the Service retail
   a. Car Rentals
   b. Restaurants
   c. Banking
8. Which of the following is not the stage in the process of Wheel of Retailing
   a. Entry Phase
   b. Trade-up Phase
   c. Introduction Phase
   d. Vulnerable Phase

9. Accordian Theory is also known as
   a. General-Specific-General Theory
   b. Theory of Natural Selection
   c. Theory of Wheel of Retailing
   d. McNair’s Theory

10. A large building complex with a conglomeration of shops is known as
    a. Mall
    b. Hyper Market
    c. Supermarket
    d. Co-operative Store

11. The premise on which retailing activity takes place is called ____________
    a. Place
    b. Market
    c. Store
    d. Office

12. The retail organization loses its ________ edge at decline stage
    a. Competitive
    b. Promotion
    c. Positioning
    d. Segmenting

13. Which is last stage in Consumer Buying Process
    a. Need Recognition
    b. Evaluation
    c. Post Purchase
    d. Information Search

14. Which of the following is not the Commercial Sources of Consumer Information
    a. Displays
    b. Packaging
    c. Acquaintances
    d. Websites
15. ___________ has identified various elements that go into the composition of a value chain  
   a. Darwin  
   b. **Michael Porter**  
   c. Philip Kotler  
   d. Deming

16. ______________ are the activities associated with collecting, storing and physically distributing the product to buyer  
   a. Inbound Logistics  
   b. Distribution  
   c. Warehousing  
   d. **Outbound Logistics**

17. High employee turnover is __________ challenge in Retail  
   a. Marketing  
   b. **Human Resources**  
   c. Finance  
   d. Operation

18. __________ are printed on the packs or in store handouts, usually allowing a substantial savings on the next purchase of the brand.  
   a. Leaflets  
   b. Pack Designs  
   c. **Price-off Coupons**  
   d. Price-off Packs

19. __________ is a branch of philosophy that deals with values relating to human conduct, with respect to good and wrong or bad actions and has relevance in retail too  
   a. Social Class  
   b. **Ethics**  
   c. Social Stratification  
   d. Religion

20. __________ are bigger and transparent and show much of what is going on in-store  
   a. **Window Displays**  
   b. Gondolas  
   c. Racks  
   d. Shelves