

TELANGANA UNIVERSITY
S.S.R. DEGREE COLLEGE, NIZAMABAD (C.C:5029)
V SEMESTER INTERNAL ASSESSMENT II EXAMINATIONS
RETAIL MANAGEMENT QUESTION BANK

I. Multiple choice questions

1. The method of organizing products or goods in a retail store is referred to as [b]
(a) Store design (b) Store layout (c) Store management (d) Store spacing
2. _____ area consists of the complete collection of goods. [a]
(a) Bulk of stock (b) Aisle (c) Stock exchange (d) Storehouse
3. Racetrack layout is also called _____. [c]
(a) Grid store layout (b) Horse layout (c) Loop layout (d) Free Form layout
4. The front appearance of the store is referred to as _____. [a]
(a) Shop front (b) Angled front (c) Straight front (d) Arcade front
5. _____ plans guide the customer movements in the store while shopping. [a]
(a) Circulation (b) Shopping (c) Movement (d) Store
6. _____ is the pictorial and attractive representation of a store's identity to a customer. [d]
(a) Signage (b) Music (c) Lighting (d) Graphics
7. _____ helps in downplaying or hiding less attractive features which cannot be changed. [c]
(a) Merchandise (b) Highlights (c) Lighting (d) Ceiling
8. USP stand for [d]
(a) Upper Selling Point (b) Under Selling Point
(c) Unique Selling Point (d) Unique selling proposition
9. _____ strategy comprises of both push and pull strategy [a]
(a) Combined sales promotion (b) Mixed sales promotion
(c) Integrated sales promotion (d) Congregated sales promotion.
10. Window cards are a type of _____. [d]
(a) POS signage (b) SKU (c) Foot falls (d) POP display
11. _____ are the middlemen who are responsible for bringing goods to the market place. [a]
(a) Distributors (b) Retailers (c) Agents (d) None of the above
12. Patterns of distribution follows _____ strategies [d]
(a) Exclusive distribution (b) Selective distribution (c) Intensive distribution (d) All the above
13. _____ conflict arises between the members of the same level within the channel. [d]
(a) Mixed (b) Vertical (c) Horizontal (d) None of the above
14. If the conflict arises between different levels but in the same channel then it is called as, _____ channel conflict. [b]
(a) Horizontal (b) Vertical (c) Mixed (d) None of the above
15. Which of the following are the parameters for the selection of C & FAs? [d]
(a) Warehouse location (b) Financial strength (c) Flexibility (d) All the above
16. Which of the following can be used as motivational tools? [d]
(a) Reward (b) Brand image (c) Coercion (d) All the above
17. Distribution network for _____ addition to distributors. products include dealer and stockists of smaller towns in [a]
(a) Pharmaceutical products (b) Consumer products
(c) Industrial products (d) None of the above
18. _____ enables a company to hold an esteemed position in the industry as it provides an immediate recognition and respect to the company. [c]
(a) Expert power (b) Support power (c) Referent power (d) None of the above
19. SKUs stands for _____. [b]
(a) Shop Keeping Units (b) Stock Keeping Units
(c) Stand Keeping Units (d) None of the above

20. Contract, power and structure are the tools for [a]
(a) Control (b) Motivating (c) Both (a) and (b) (d) None of the above

Fill in the Blanks

1. Store layout is the method in which the products or goods are organized in a retail store.
2. Point of sale (POS) restricts the customers until they clear/play the bill.
3. Grid store layout is a series of long aisles of products displayed one next to the other.
4. Principle of change and flexibility states that the store designs should be adaptable to the changes in the environment.
5. The most suitable form of layout for supermarkets and hypermarkets is grid store layout
6. Atmospherics is a store environment which is designed with the help of visual communications, lighting, colours, music and scent for encouraging the perceptual and emotional response of customers.
7. Maximum quantity refers to the quantity of merchandise that the retailer must stock or kept ready on order at reordering point.
8. Floor are used to divide the store into various divisions and departments.
9. Live setting presentation is a live setting environment in which specific combination of merchandise is displayed to the customers.
10. Store Environment refers to how a customer's perceives the physical appearance of the store.
11. Distribution channel management refers to the management of all those activities which are mostly related with the firm's distribution function.
12. C & FAS stands for carrying & forwarding agents
13. Wholesalers buys the goods or services from the manufacturer for the purpose of resale to the retailers or for business use.
14. Types of channel conflicts are vertical, horizontal and multi and channel conflicts.
15. Motivation is necessary to make the channel members put additional efforts for attaining company's targets.
16. Contract and Structure are used as tools for controlling the channel members.
17. Middlemen is the mediator who transfers the goods from one place to another.
18. Making products available to the customers at the place where they want is nothing but creating place utility
19. Latent, Perceived Felt and Manifest are the stages of channel conflict.
20. Coercive power (or) Coercion is the power of "threat" used by the companies to place the default channel partners back on the track.

III. Short Questions and Answers

Q1. Define Store Layout.

Answer: A store layout is the way in which the products or goods are organized in a retail store. It facilitates the flow of customers within a store.

Q2. List out the key considerations in store layout.

Answer: The proto type design team should take into account, some key considerations while creating a store layout. A good store layout must.

1. Increase sales
2. Maximize returns per square foot
3. Matching the goods with the format
4. Providing flexibility in store design
5. Offering help to the women/children/disabled customers.

Q3. What is Layout Selection?

Answer: Layout selection can be defined as the process of selecting an appropriate layout for the store to utilize the available space efficiently. A good layout helps the retailer in matching good with the store format. It encourages the customers to go through most of the products in the store which causes unexpected buying

Q4. What do you mean by Visual Merchandising?

Answer: Visual merchandising refers to the ways in which the store presents its merchandise for drawing the attention of the potential customers.

Q5. Define POP Displays.

Answer: According to the Dictionary of Retailing by R.Ostraw and S.Smith. "Point-of-Purchase (POP) communication is defined as, "the promotional signs and interior displays, often located at the point of sale or alongside displays of merchandise".

Q6. Define Channel of Distribution.

Answer: "A channel of distribution (Sometimes called as trade channel) for a product is the route taken by the title to the goods as they move from the producer to the ultimate customer or industrial users".

William J.Stanton

"Every producer seeks to link together the set of marketing intermediaries that best fulfill the firm's objectives. This set of marketing intermediaries is called the marketing channel also called trade channel or channel or distribution".

Philip Kotler

Q7. Define Physical Distribution.

Answer: According to Philip Kotler, "physical distribution involves planning, implementing and controlling the physical flows of materials and final goods from point of origin to point of use to meet customer requirements at a profit"

According to Cundiff and Still, "physical distribution involves the actual movement and storage of goods after they are produced and before they are consumed".

Q8. What is Physical Distribution System?

Answer: Physical distribution system refers to the group of tasks which deals with delivering the finished products to the end consumers. The main aim of this system is to provide goods to the right consumer, at right amount, at right time and at right place. This system is followed by many wholesalers and retailers.

Q9. What are Channel Conflicts?

Answer: A situation in which there is disagreement among the channel members from the same marketing channel system is known as channel conflict. Conflict is often regarded as a part of any social system. A channel system which brings different entities together for building a working relationship is also considered as a social system. In this type of system, a conflict may occur, when one entity in the relationship is operating in a manner or performing certain tasks which will directly influence the performance of other entity or acts as a hurdle in the achievements of its goals.

Q10. What is CRM and Customer Loyalty?

Answer: Customer Relationship Management (CRM) is defined as a core strategic process to build trust worthy relations between organization and customer by supplying techniques to achieve customer satisfaction on one hand and on other hand to maximize profits. On the other hand, customer loyalty refers to the attitude and commitment of customers towards a particular product or brand. The customers are loyal to any particular product/brand they never buy other alternative brand or product.