

**M.COM DEGREE (CSS) EXAMINATION**  
**FOURTH SEMESTER - FACULTY OF COMMERCE (Private Registration)**  
**MULTIPLE CHOICE QUESTIONS**  
**CM810401: RETAIL AND RURAL MARKETING**  
**(Marketing & International Business)**

1. The word Retail is derived from the—— word.
  - A. Latin.
  - B. French.
  - C. English.
  - D. German.
2. Retailer is a person who sells the goods in a——.
  - A. large quantities.
  - B. small quantities.
  - C. both a & b.
  - D. none of these.
3. The main objective of the management is——.
  - A. profitability.
  - B. sales growth.
  - C. return on investment
  - D. all of these.
4. In retailing there is a direct interaction with——.
  - A. producer.
  - B. customer.
  - C. wholesaler.
  - D. all of these.
5. Retailing creates——.
  - A. time utility.
  - B. place utility.
  - C. ownership utility.
  - D. all of these.
6. The method which generate new product ideas by analyzing the customer needs, wants and ideas is known
  - A. Directed research.
  - B. Customer need analysis.
  - C. Need gap analysis.
  - D. Market research.
7. Companies that follow the market leader's strategy are called.
  - A. Market nichers.
  - B. Market leaders.
  - C. Market followers.
  - D. Market challengers.
8. The first and foremost method of retail is:
  - A. Counter service
  - B. Self-service
  - C. Online shops
  - D. Cost-plus pricing
9. The planning system prioritizes according to \_\_\_ since that is the best way to ensure the lowest possible inventory.
  - A. Packaging date
  - B. Delivery date
  - C. Shipment date
  - D. Distribution date

10. \_\_\_ represent anticipated demand.
  - A. Forecast
  - B. Blanket order
  - C. Both a and b
  - D. None of the above
11. A \_\_\_ can be regarded as an item at a specific location.
  - A. SBU
  - B. SKU
  - C. Order tracking
  - D. Multi-location
12. The \_\_\_, despite its name, acts more like a sub-location than just a shelf in a warehouse.
  - A. Bar code
  - B. Bin code
  - C. Zip code
  - D. Pin code
13. The planning system controls that by running through the:
  - A. Inventory profile
  - B. Outer loop
  - C. Order quantity
  - D. Transfer order
14. Demand exists but there is no supply:
  - A. The planning has finished
  - B. Supply should be suggested
  - C. Supply should be cancelled
  - D. No demand or supply exists
15. If the supply quantity is \_\_\_ than the demand, it is possible that the supply quantity could be decreased
  - A. Increased
  - B. Decreased
  - C. More than
  - D. Less than
16. Rescheduling could be ruled out because:
  - A. The supply has already been tied up to another demand on a previous date
  - B. The rescheduling is so minimal that the user has defined it as negligible
  - C. The supply is linked directly to some other demand
  - D. Both a and b
17. A reorder point represents demand during
  - A. Peak time
  - B. Lead time
  - C. Season
  - D. None of the above
18. The planning system checks that the item carries a production forecast or a sales order.
  - A. MRP
  - B. MPS
  - C. SKU
  - D. SBU
19. It is a system of technologies and processes that senses and responds to real-time demand across a network of customers, suppliers, and employees.
  - A. Demand-driven Retailing
  - B. Supply chain management
  - C. Customer relationship management
  - D. Demand statistics

20. It stops junk e-mail in its tracks.
- A. Firewall
  - B. Anti-spam
  - C. Anti-virus
  - D. All of the above
21. SAP implementation project was divided into \_\_\_ phases.
- A. Two
  - B. One
  - C. Three
  - D. Double
22. Identify optimum business rules and leverage your corresponding business logic across your retail chain.
- A. Enhance process control
  - B. Streamline systems management
  - C. Separate application code from business logic
  - D. Leverage powerful enterprise integration bus
23. The ability to exchange information electronically is central to the effective conduct of e-commerce.
- A. E-mail
  - B. E-messaging
  - C. EAN
  - D. E-business
24. The Global Commerce Initiative (GCI) is a global user group, created in
- A. 1998
  - B. 1987
  - C. 1999
  - D. 1983
25. \_\_\_ is defined as being the continuous and automated exchange of master data between trading partners.
- A. Data synchronization
  - B. Data standardization
  - C. Data classification
  - D. Data rationale
26. The \_\_\_ is a global service for the registration and validation of items and provides global capital.
- A. Global Commerce
  - B. Global registry
  - C. Global data interchange
  - D. Global integrity
27. Retailers are totally dependent on the GTNs to support their:
- A. Ordering system
  - B. Stock management system
  - C. Point Of sale system
  - D. All of the above
28. The most costly element of the international comparison program (ICP) is the construction
- A. Purchasing power parities
  - B. Point of Sale
  - C. EDIFACT
  - D. GTN
29. Build your business on a solid transactional backbone and integrate different sales channels, Better understand customer preferences, and leverage customer information.
- A. Supply chain execution
  - B. Multi-channel retailing
  - C. Purchasing
  - D. Category management

30. It is the near-unanimous choice of experienced ERP implementers as the most underestimated budget item.
- A. Development
  - B. Training
  - C. Coaching
  - D. Mentoring
31. The \_\_\_ project addresses the area of e-logistic, focusing specifically on e-fulfillment.
- A. e-Thematic
  - B. e-business
  - C. e-Commerce
  - D. None of the above
32. It refers, in a broad sense, to the conversion of activities and processes throughout an enterprise into an electronic-based system.
- A. e-Thematic
  - B. e-business
  - C. e-Commerce
  - D. None of the above
33. \_\_\_ model allows for improved efficiencies throughout the supply chain and set up an order management system.
- A. e- Business
  - B. e- commerce
  - C. e-Thematic
  - D. Both a and b
34. It refers to more than setting up an internet-enabled front office.
- A. e-Thematic
  - B. e-business
  - C. e-Commerce
  - D. e-Fulfillment
35. It provides a set of computer tools to assist transport operators in planning their transport
- A. MOSCA
  - B. IBOS
  - C. Parcel Call
  - D. Multi-modal
36. The possible future directions of ECG:
- A. Extension to other modes of transport and/or to other logistics services.
  - B. Opening of the marketplace to other interested groups.
  - C. Investigating more sophisticated IT solutions.
  - D. All of the above
37. Facilitates the creation and execution of contracts and performance against those contracts.
- A. e-Procurement
  - B. Contract Management
  - C. Business intelligence
  - D. E-Tour
38. It is a browser-based solution that delivers an intuitive, easy-to-use requisition system.
- A. PROACTIS
  - B. INVESCO
  - C. IPOS
  - D. eREQUISITION
39. Saufon saw the main benefits of e-Fulfilment as:
- A. Increased data security
  - B. Increased speed to response time
  - C. Reduced (or no) transcription errors and
  - D. Reduced lead time
  - E. All of the above

40. The marketing and selling of goods or services using internet-based computing and communication.
- A. e-Business      B. e-Commerce  
C. e-Fulfilment      D. e-Thematic
41. The technical solution for accessing item-related information is:
- A. Read ePC from e-tag  
B. Get network address from ONS  
C. Retrieve product information based on software agents that share information in a peer-to-peer fashion  
D. All of the above
42. The \_\_\_ of installation of the software components is also important for rapid implementation in the logistics network.
- A. Leanness  
B. Simplicity  
C. Both a and b  
D. None of the above
43. \_\_\_ enforces privacy policy set by the policy engine.
- A. Consumer agent  
B. Tag authentication  
C. RFID tags  
D. Reader core
44. It refers to the system installed in a Retail Outlet, which substantially automates the Billing Process using the information on Products & Prices from the database.
- A. TCO  
B. POS  
C. HP-POS  
D. DOS
45. \_\_\_ is a group of substitutable products, and \_\_\_ is a group of commodities sharing a common use or function.
- A. Family, class  
B. Commodity, class  
C. Business function, Commodity  
D. Segment, class
46. The UNSPSC can be embedded in:
- 1) Resource planning  
2) Purchasing  
3) Accounting  
4) Database
- A. 1, 2, 3  
B. 1, 2, 3, 4  
C. 2, 3, 4  
D. 1, 3, 4
47. The \_\_\_ and \_\_\_ is a symbology specifically designed for assisting the commercial activities of product awareness, discovery, and spend analysis.
- A. UNSP and Service Code  
B. UCC and EAN bar codes  
C. UNSPSC and Service code  
D. None of the above
48. The unused capacity in networks of PCs is usually \_\_\_ during the day and \_\_\_ outside it.
- A. 98%, 95%  
B. 85%, 100%  
C. 76%, 29%  
D. 86%, 34%

49. \_\_\_ suppliers will be able to walk customers through potential designs, more effectively than their current approaches.
- A. Kitchen
  - B. Bedroom
  - C. Both a and b
  - D. Living room
50. A product or service is classified with others that serve or support:
- A. Common function
  - B. Purpose
  - C. Task
  - D. All of the above
51. \_\_\_ is the identification of relevant suppliers of a specific product or service, while \_\_\_ reporting on the use of funds.
- A. Product awareness, Resource discovery
  - B. Resource discovery, expenditure analysis
  - C. Product awareness, expenditure analysis
  - D. Both b and c
52. The combination of \_\_\_ and \_\_\_ can translate into real problems for business decision-makers at every level of a retail organization.
- A. Challenges & constraints
  - B. Industry changes, Business challenges
  - C. Industry-wide challenges, technology constraints
  - D. All of the above
53. \_\_\_ needs to monitor and manage margins, shrinkage, and \_\_\_ who want to hit revenue targets and improve customer relations.
- A. Department managers, Merchandising executives
  - B. Financial officers, Sales personnel
  - C. Business leaders, Merchandising executives
  - D. None of the above
54. Mobile access to warehouse processes for:
- A. Stocking, Restocking
  - B. Discarding, returning
  - C. Distribution, substitution
  - D. Both a and b
55. The number of product lines a company carries is called.
- A. Product mix.
  - B. Product mix depth.
  - C. Product mix width.
  - D. Product mix length.
56. The number of variants of a product offered by a company is called.
- A. Product mix length.
  - B. Product mix depth.
  - C. Product mix width.
  - D. Product line length.
57. If a company increases product line length by increasing its products range it is called.
- A. Line increasing.
  - B. Line stretching.
  - C. Line filling.
  - D. Range stretching.

58. Companies that attack other firms including the market leader in an attempt to build market share are called.
- A. Market followers
  - B. Market challengers.
  - C. Market leaders.
  - D. Market nichers.
59. Companies that follow the market leader's strategy are called.
- A. Market nichers.
  - B. Market leaders.
  - C. Market followers.
  - D. Market challengers.
60. Which one of the following is not an internal source of generating ideas for new product development
- A. Market research
  - B. Directed research.
  - C. Need-gap analysis.
  - D. Top management.
61. The method which generate new product ideas by analysing the customer needs, wants and ideas is known.
- A. Directed research.
  - B. Customer need analysis.
  - C. Need gap analysis.
  - D. Market research.
62. Which method of product portfolio analysis helps in deciding which products are to be retained and which are not to be.
- A. Ansoff matrix.
  - B. Strategic environment matrix
  - C. BCG matrix.
  - D. None of the above.
63. The methods which are used for evaluating marketing performance are.
- A. Sales analysis and marketing cost analysis
  - B. Sales analysis and cost analysis
  - C. Market analysis and research analysis.
  - D. Demand analysis and supply analysis.
64. The set of basic values, perceptions, wants and behaviours learned by a member of a society from family and other important institutions is called.
- A. Sub-culture.
  - B. Social class.
  - C. Culture.
  - D. Reference groups.
65. What is the framework that describes the positioning of firms database to support decisions with in the purview of total customer loyalty strategy
- A. Customer retention strategy.
  - B. Customer bonding.
  - C. Customer positioning.
  - D. Customer acquisition.
66. Which one of the following is not an advantage of the personal selling?
- A. It allows the seller to negotiate terms and solve problems
  - B. Long-term relationship.
  - C. Immediacy.
  - D. It is very expensive to maintain and recruit the sales force.

67. A competitor who does not exhibit predictable reaction pattern is known as.
- The laid-back competitor.
  - The selective competitor.
  - The tiger competitor.
  - The stochastic competitor.
68. An interactive marketing system which uses one or more advertising media to effect a measurable response and /or transactions at any location is called.
- Direct marketing.
  - Indirect marketing.
  - Database marketing.
  - Meta marketing.
69. What type of conflict usually exist when the manufacturer has established two or more channels that sell in the same market.
- Multi-channel conflict.
  - Horizontal channel conflict.
  - Vertical channel conflict.
  - None of the above.
70. What are the forms of compensation that a salesperson can generally get?
- Straight salary.
  - Straight commission.
  - A combination of salary and commission.
  - All of the above.
71. Which of the following items is a component of a good business plan?
- Operating requirements.
  - Description of the location/demographics.
  - Employee benefits.
  - All of the above.
72. Which of the following items is required to develop a better financial plan?
- Identify your target market.
  - Consider employee lay-offs.
  - Prioritize your needs.
  - Research other companies.
73. When analysing your business and its environment it is useful to carefully inspect its:.
- Threats.
  - Strengths and weakness.
  - Opportunities.
  - All of the above.
74. Which of the following is an example of an external threat?
- Decreased competition.
  - New trade regulations.
  - Global sales potential.
  - Economies of scale.
75. Which of the following is an example of an internal strength?
- Obsolete resources.
  - Changing tax structure.
  - Proven management.
  - Increased competition
76. Which objective gives importance to productivity, technological leadership, employee relat
- Long-term objective.
  - Short-term objective.
  - Medium-term objective.
  - Annual objective.



77. In which of the following pricing approaches is pricing based on consumer demand?
- Functional approach.
  - Business approach.
  - Market approach.
  - Innovative approach.
78. A/an --- helps people understand the behaviour patterns that are expected of them in particular circumstances
- Advisory policy.
  - Explicit policy.
  - Mandatory policy.
  - Implicit policy.
79. Agricultural market set up by state government to procure agricultural produce directly from farmers
- Haats
  - Mandis
  - Kirana
  - Public distribution System
80. Consumer do their own picking, pay in cash and carry the merchandise away
- Automated Vending
  - Super market
  - The Cash and carry
  - direct response retail
81. What are the major determinants of employee motivation?
- Reward and coercive power.
  - New technologies.
  - Personal power and future growth prospects.
  - Information and connection power.
82. At what stage is the threat from competitors at its peak in an industry?
- Growth stage.
  - Embryonic stage.
  - Mature stage.
  - Shakeout stage
83. Which marketing tool uses multiple factors to assess industry attractiveness and business strength?
- The GE Grid.
  - The BCG matrix
  - The turn around strategy.
  - SWOT analysis.
84. --- forms the basis for the allocation of corporate resources.
- Financial evaluation.
  - Organizational growth.
  - Organizational structure.
  - Organizational culture.
85. --- is often critical for the proper accomplishment of a divestiture and can provide comfort to the employee as well as to potential buyers.
- A flexible management.
  - A stable management.
  - An active management
  - None of the above.
86. It is a requirement imposed by a vendor that a retailer cannot sell an item for the less than a specific price.
- Resale Price Maintenance (RPM)
  - Chargeback
  - Standard price
  - uniform price

87. Merchandise availability is an example of A.
- A. cost of sales
  - B. pretransaction service.
  - C. operating cost.
  - D. transaction service.
88. Which of the following is not a factor in determining the service level to offer
- A. income of target market.
  - B. price image of the retailer.
  - C. services offered by the competition
  - D. firm's management structure
89. Which of the following is not a factor is not one of the elements that need to be considered when designing a sales job?
- A. feedback from supervisors.
  - B. the number of complaints a salesperson should have to handle.
  - C. the amount of variety involved
  - D. the appropriate degree of autonomous.
90. Which of the following is not part of a visual communications program
- A. Store name and logo.
  - B. institutional signage.
  - C. lifestyles graphics.
  - D. television advertising
91. In which of the following behavioural models there will be no product differentiation and brands as a factor plays very little role in the purchase preferences.
- A. Complex buying behaviour.
  - B. Variety seeking behaviour.
  - C. Dissonance reducing behaviour.
  - D. Habitual buying behaviour
92. A set of basic values, perceptions, wants and behaviour learnt by a member of society from the family and other important constitution is called.
- A. Social learning.
  - B. Sub-culture.
  - C. Culture.
  - D. Social development.
93. Which of the following factors include forces like small groups, family, social roles and status that will have an influence on buyer's behaviour?
- A. Cultural factors.
  - B. Psychological factors.
  - C. Personal factors.
  - D. Social factors
94. Which of the following psychological factors drive a person to satisfy his need and wants.
- A. Motivation.
  - B. Perception.
  - C. Learning.
  - D. Beliefs and attitudes.
95. Which of the following buying instruments does not found in consumer buying?
- A. Requests for quotations.
  - B. Proposals.
  - C. Purchase contracts.
  - D. None of the above
96. Which of the following factors influence the organizational buying decision process?
- A. Buyers objectives.
  - B. Purchasing policies and resources
  - C. Size and composition of buyers.
  - D. All of the above.

