

eExam Question Bank

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<input type="checkbox"/>	Question Type ↓	Question ↑↓	A ↑↓	B ↑↓	C ↑↓	D ↑↓	Answer ↑↓	Remark ↑↓
<input type="checkbox"/>	FBQ	Strategic planning for retailing comprises the following scanning the environment, changing markets and <input type="text"/>	Technology's role and competition					<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	<input type="text"/> are the costs ascribable to particular units of article	direct cost					<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	The major trends in retailing from the larger retailers lies in brand, format and <input type="text"/>	channel extension					<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	In today's turbulent business world, the issues facing successful retail executives are <input type="text"/>	Daunting					<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	Since <input type="text"/> a globalising economy had been obviously seen as having effects on local economics and retail businesses.	1950s					<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	Retailers are concerned with three main points namely consumer, ideas and <input type="text"/>	information					<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	Metadata is <input type="text"/>	data about data					<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	"Marketing through various advertising media that interact directly with consumers, generally calling for the consumer to make a direct response was defined by <input type="text"/>	Armstrong and Kotler					<input type="button" value="eExam"/>

<input type="checkbox"/>									
<input type="checkbox"/>	FBQ	Baseline price not being a normal business price is expected to draw reactions from <input type="text"/>	retailer						eExam
<input type="checkbox"/>	FBQ	Finance and accounting strategies are also divided into <input type="text"/>	8	eight					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is a study of a selected sample of retail outlets, provided as subscription-based service by market research firms	Retail audit						eExam
<input type="checkbox"/>	FBQ	A successful retail marketing depends on building <input type="text"/>	relationships						eExam
<input type="checkbox"/>	FBQ	In modern retailing <input type="text"/> are the driving force for growth	consumers						eExam
<input type="checkbox"/>	FBQ	Which one of the options is to a reason for the changing face of retailing <input type="text"/>	Digital platform-online						eExam
<input type="checkbox"/>	FBQ	Retailers are concerned with three main points: the consumer, ideas and <input type="text"/>	information						eExam
<input type="checkbox"/>	FBQ	Increased merger activity in distribution system is posing serious threat to <input type="text"/>	Independent retailers						eExam
<input type="checkbox"/>	FBQ	Analysis, social media and <input type="text"/> creates more impact and a better customer experience overall.	IMM						eExam
<input type="checkbox"/>	FBQ	The introduction of this technology <input type="text"/> have revolutionised the opportunities open to retailers.	scanners						eExam
<input type="checkbox"/>	FBQ	The future of Retailing is centered on the emergence of a theory known as <input type="text"/>	wheel						eExam

<input type="checkbox"/>									
<input type="checkbox"/>	FBQ	Inventory used to guard retailer when vendor does not get merchandise to you on time is <input type="text"/>	Buffer stock						eExam
<input type="checkbox"/>	FBQ	The number of different merchandising categories within a store or department is called <input type="text"/>	Breadth						eExam
<input type="checkbox"/>	FBQ	Retail audit helps multi-unit retailers and manufacturers achieve <input type="text"/>	Merchandising standards						eExam
<input type="checkbox"/>	FBQ	The integration of business processes from end user through original suppliers that provides products, services, and information that add value to customers is <input type="text"/>	Supply chain management						eExam
<input type="checkbox"/>	FBQ	Technology has given retailers power to possess detailed data on <input type="text"/> and inventory.	sales						eExam
<input type="checkbox"/>	FBQ	GMROI is <input type="text"/>	Gross Margin Return on Inventory						eExam
<input type="checkbox"/>	FBQ	The international chain Wal-Mart is particularly known to be <input type="text"/>	A major future key player and competitor						eExam
<input type="checkbox"/>	FBQ	The era of <input type="text"/> was basically an era of shortages in economies.	60s	sixtys					eExam
<input type="checkbox"/>	FBQ	When you delegate responsibility, you have to delegate <input type="text"/>	Authority						eExam
<input type="checkbox"/>	FBQ	Amount of time between recognition that an order needs to be placed and when it arrives in the store and is ready for sale is <input type="text"/>	lead time						eExam

<input type="checkbox"/>									
<input type="checkbox"/>	FBQ	The general factors affecting retailing pricing decisions is categorized into <input type="text"/>	2	two					eExam
<input type="checkbox"/>	FBQ	The relationship between cost-pricing in retailing is <input type="text"/>	elastic						eExam
<input type="checkbox"/>	FBQ	Marginal costing of products means <input type="text"/>	Direct costing						eExam
<input type="checkbox"/>	FBQ	Nonstore retailing falls into three major categories: direct selling, direct marketing and <input type="text"/>	automatic vending.						eExam
<input type="checkbox"/>	FBQ	Automatic vending simply means selling through <input type="text"/>	Vending machine						eExam
<input type="checkbox"/>	FBQ	Site-location decisions are key to a retailer attracting <input type="text"/>	customers						eExam
<input type="checkbox"/>	FBQ	When retailers fail to define their target markets and positions clearly they are likely to <input type="text"/>	fail						eExam
<input type="checkbox"/>	FBQ	Primary channel members include Producers, wholesalers, and <input type="text"/>	retailers						eExam
<input type="checkbox"/>	FBQ	There are <input type="text"/> major methods through which producers can sell directly to consumers	2	two					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> in a group of product that are closely related and are promoted together	Product line						eExam
<input type="checkbox"/>	FBQ	Product line length is influenced by company's <input type="text"/>	objectives						eExam
<input type="checkbox"/>	FBQ	The state of product life cycle that poses problems for the management in maintaining the sales level is <input type="text"/> stage	Maturity						eExam

<input type="checkbox"/>									
<input type="checkbox"/>	FBQ	The idea of a marketing mix otherwise known as the 4PS popularized by <input type="text"/>	Abraham Maslow						eExam
<input type="checkbox"/>	FBQ	The 4PS are controllable variables, which stands for product, price, place and <input type="text"/>	promotion						eExam
<input type="checkbox"/>	FBQ	Product can either be physical and <input type="text"/> Product	intangible						eExam
<input type="checkbox"/>	FBQ	These are often augmented elements <input type="text"/>	Timely service						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> the extra elements in a value chain that differentiate one retailer from another	Augmented retail strategy						eExam
<input type="checkbox"/>	FBQ	The three aspects of a value-oriented retail strategy are expected, augmented, and <input type="text"/>	Potential						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> _is a function that deals with staff recruitment and selection, remuneration, compensation, reward and disciplinary systems.	Human resources						eExam
<input type="checkbox"/>	FBQ	The strategy of concentrating on personal attention to customers by small stores is mainly to achieve <input type="text"/>	Competitiveness						eExam
<input type="checkbox"/>	FBQ	Activities that constitute a strategy in retail management are group into <input type="text"/> functional areas	4	four					eExam
<input type="checkbox"/>	FBQ	Finance and accounting strategies in retail management is divided into <input type="text"/>	8	eight					eExam
<input type="checkbox"/>	FBQ	Management practices in retail businesses are simply carried out in order to achieve superior performance and <input type="text"/>	Competitiveness						eExam

<input type="checkbox"/>									
<input type="checkbox"/>	FBQ	The incidence of the expenses of necessity falls on the <input type="text"/>	Retailers						eExam
<input type="checkbox"/>	FBQ	A dimension product mix that refers to the number of versions offered of each product in the line <input type="text"/>	depth						eExam
<input type="checkbox"/>	FBQ	Indirect costs are often referred to as <input type="text"/>	Fixed charges						eExam
<input type="checkbox"/>	FBQ	Any price figure that is over the full cost figure is called <input type="text"/>	Profit price						eExam
<input type="checkbox"/>	FBQ	In a competitive environment and at the point of full cost price, profit is <input type="text"/>	zero	0					eExam
<input type="checkbox"/>	FBQ	A just price must take into account social and economic considerations <input type="text"/>	Social						eExam
<input type="checkbox"/>	FBQ	Marginal costing is useful to retailers in short-run pricing decisions and <input type="text"/>	Profit planning						eExam
<input type="checkbox"/>	FBQ	Any price above the direct costs level becomes a contribution to <input type="text"/> charges and expenses recovery	Fixed						eExam
<input type="checkbox"/>	MCQ	For a prudent retailer who is desirous of profit, it is recommended that....costing should be utilized	Absorption	Price-policy	Marginal	Total pricing	C		eExam
<input type="checkbox"/>	MCQ	While absorption costing stresses..... cost	Variable	Average	Marginal	Total	D		eExam
<input type="checkbox"/>	MCQ	Marginal costing of products means	Mark-up	Cost pricing	Direct costing	Indirect costing	C		eExam
<input type="checkbox"/>	MCQ	The two options opened to retailers on costing is marginal costing and.....	Absorption costing	elastic	Total costing	fixed costing	A		eExam
<input type="checkbox"/>	MCQ	The relationship between cost-pricing in retailing is	elastic	vertical	inelastic	Perfectly elastic	A		eExam

<input type="checkbox"/>	MCQ	The rallying point for successful mark-up pricing according to Gabor is hinged on evaluation of cost and.....	legal constraints	Actual size of profit	completion	demand	B	<input type="button" value="eExam"/>
<input type="checkbox"/>	MCQ	According to Kotler, general widespread agreement can only be arrived at based on these factors-demand, cost and..	competition	functional position	objectives	legal constraints	A	<input type="button" value="eExam"/>
<input type="checkbox"/>	MCQ	The general factors affecting retailing pricing decisions is categorized into	4	2	5	6	B	<input type="button" value="eExam"/>
<input type="checkbox"/>	MCQ	External factor which affect pricing decisions of a retailing outlet is	demand	competition	costs	A and B	D	<input type="button" value="eExam"/>
<input type="checkbox"/>	MCQ	Amount of time between recognition that an order needs to be placed and when it arrives in the store and is ready for sale	Review time	Order point	Lead point	Lead time	D	<input type="button" value="eExam"/>
<input type="checkbox"/>	MCQ	The part of the supply chain process that plans, implements, and controls the efficient, effective flow and storage of goods, services, and related information from the point of origin to the point of consumption in order to meet customers' requirements is	Data warehouse	Logistics	EDI	ROI	B	<input type="button" value="eExam"/>
<input type="checkbox"/>	MCQ	When you delegate responsibility, you have to delegate	Tasks	Authority	Work	Specialization	B	<input type="button" value="eExam"/>
<input type="checkbox"/>	MCQ	Inventory used to guard retailer when vendor does not get merchandise to you on time is	Cycle stock	Base stock	Buffer stock	Value stock	C	<input type="button" value="eExam"/>
<input type="checkbox"/>	MCQ	The number of different merchandising categories within a store or department is called	Assortment	Categories	Depth	Breadth	D	<input type="button" value="eExam"/>
<input type="checkbox"/>	MCQ	All of the following are advantages of High Inventory Turnover except	Increased cost of goods sold	Increased sales volume	Increased money for market opportunities	Increased salesperson morale	A	<input type="button" value="eExam"/>
<input type="checkbox"/>	MCQ	The integration of business processes from end user through original suppliers that provides products, services, and information that add value to customers is	Supply chain management	Demand chain management	Category chain management	Assortment chain management	A	<input type="button" value="eExam"/>

<input type="checkbox"/>	MCQ	Retailers use two types of buying systems known as	Stape merchandise buying system for basics	A merchandise budget for fashion merchandise	Staple merchandise buying system for fashion	Both A and B	D	eExam
<input type="checkbox"/>	MCQ	GMROI is	Gross margin return on investment	Gross margin retail of Inventory	Gross Margin Return on Inventory	Gross Margin Retail on investment	C	eExam
<input type="checkbox"/>	MCQ	The international chain Wal-Mart is particularly known to be	A minor future key player and competitor	A monopoly	A market manipulator	A major future key player and competitor	D	eExam
<input type="checkbox"/>	MCQ	The era of _____ was basically an era of shortages in economies.	the 70s	the 60s	the 50s	the 90s	B	eExam
<input type="checkbox"/>	MCQ	Which of these people do not benefit from retail audit?	District manager	Brand administrator	Marketers	Head office	C	eExam
<input type="checkbox"/>	MCQ	Task management helps to assign tasks and execution in the following areas except	Measurement of patronage	Measurement of share-of-the shelf	Measurement of shares/number of facings	Measurement of promotional displays	A	eExam
<input type="checkbox"/>	MCQ	Ticket tracking allows multi-unit retailers to track, assign and address customer	Customer's growth	Customers level	Complaint	MovementC	C	eExam
<input type="checkbox"/>	MCQ	Retail audit helps multi-unit retailers and manufacturers achieve	cost control	patronage	Competitiveness	Merchandising standards	D	eExam
<input type="checkbox"/>	MCQ	Choose the option that is not a source of information for retail auditing	sales trend	employers	sales volume	stock level	B	eExam
<input type="checkbox"/>	MCQ	_____ is a study of a selected sample of retail outlets, provided as subscription-based service by market research firms	E-commerce	Retail audit	Digital platform	Retail analysis	B	eExam
<input type="checkbox"/>	MCQ	A successful retail marketing depends on building _____	relationships	partnership	Entrepreneurialship	enmity	A	eExam
<input type="checkbox"/>	MCQ	In modern retailing.....are the driving force for growth	sales executive	marketers	suppliers	consumers	D	eExam
<input type="checkbox"/>	MCQ	Which one of the options is to a reason for the changing face of retailing	branding	Digital platform-online	Vendoring	Brick and mortal stores	B	eExam
<input type="checkbox"/>	MCQ	Retailers are concerned with three main points: the consumer, ideas and	information	financial data	inventory	sales	A	eExam
<input type="checkbox"/>	MCQ	Wheel of retailing theory states that major innovation in retailing begins a.....	cycle	pointer	chain of events	season	A	eExam

<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	Direct marketing is conditioned by all of these factors except	Changes in marketing media	Media survey	Direct communication with customers	Public Relation	D	eExam
<input type="checkbox"/>	MCQ	Task management allows the retailer's workforce to assign tasks and track execution which includes the following except	Measurement of product availability on the shelf	Measurement of promotional displays	Measurement of shares/number of facings	Price Management	D	eExam
<input type="checkbox"/>	MCQ	Which of these options will make retailing to continue to be highly competitive in future	bad policy	computer	telemarketing	B and C	D	eExam
<input type="checkbox"/>	MCQ	Increased merger activity in distribution system is posing serious threat to...	Large businesses	Specialty stores	One-stop retailers	Independent retailers	D	eExam
<input type="checkbox"/>	MCQ	_____ creates more impact and a better customer experience overall	technology	science	affluent	Analysis, social media and IMM	D	eExam
<input type="checkbox"/>	MCQ	Technology has given retailers power to possess detailed data on.....and inventory.	market share	production	sales	stock	C	eExam
<input type="checkbox"/>	MCQ	All of these are pressure on retailers in the market place except	Consumer spending levels will remain weak especially for discretionary goods	Business costs continue to rise, increasing not only variable costs but also fixed central costs	Evolving technology and an ever increasing number of interactive devices is profoundly changing consumer shopping behaviour	Consumer are the driving force.	D	eExam
<input type="checkbox"/>	MCQ	The introduction of this technology..... have revolutionised the opportunities open to retailers.	CCTV camera	scanners	trolley	metal detector	B	eExam
<input type="checkbox"/>	MCQ	The future of Retailing is centered on the emergence of a theory known as _____	wheel	wheel	weel	will	A	eExam
<input type="checkbox"/>	MCQ	In today's turbulent business world, the issues facing successful retail executives are _____	Daunting	Enormous	Obvious	Minute	A	eExam
<input type="checkbox"/>	MCQ	Since _____, a globalising economy had been obviously seen as having effects on local economics and retail businesses.	1960s	1950s	1940s	1980s	B	eExam

<input type="checkbox"/>	MCQ	Strategic planning for retailing comprises of the following EXCEPT	Scanning the environment	Changing markets	Market restructuring	Technology's role and competition	C	eExam
<input type="checkbox"/>	MCQ	Retailers are concerned with three main points namely;	The consumer, ideas and information	The consumer, money and market	Ideas, money and information	Economy, money and prize.	A	eExam
<input type="checkbox"/>	MCQ	The following are benefits of retail audits and task management EXCEPT	Drive sales through in store merchandising and standards compliance	Drive the brand forward through consistent execution	Track the performance of stores, programs and individuals in real time	It reduces the level of patronage	D	eExam
<input type="checkbox"/>	MCQ	Metadata is _____	data about data	metre data	cash data	excel data	A	eExam
<input type="checkbox"/>	MCQ	Strategic planning for retailing comprises the following except	Scanning the environment	Changing markets	Technology's role and competition	Retailing theory	D	eExam
<input type="checkbox"/>	MCQ	The main points retailers are concerned with are all the following except	profit	consumer	ideas	information	A	eExam
<input type="checkbox"/>	MCQ	Direct marketing includes the following except	It is data driven	Ability to generate measurable response	One to one marketing	A system of marketing	B	eExam
<input type="checkbox"/>	MCQ	"Marketing through various advertising media that interact directly with consumers, generally calling for the consumer to make a direct response was defined by	Armstrong and Pearson	Armstrong and Kotler	Direct marketing association	Bird	B	eExam
<input type="checkbox"/>	MCQ	Direct marketing involves the following except	direct mail	catalog marketing	telemarketing	supermarket	D	eExam
<input type="checkbox"/>	MCQ	_____ noted that ideally, the theory of marketing is simple in the sense that all that is required is for producers to collect information about consumers and create products to meet their needs. Producers are also expected to communicate, or advertise, to inform consumers about the availability of and feature of their products.	pearson	coopers	lyband	kotlers	A	eExam
<input type="checkbox"/>	MCQ	The major trends in retailing from the larger retailers lies in the following except _____	brand	format	channel extension	retail system	D	eExam

<input type="checkbox"/>	MCQ	Baseline price not being a normal business price is expected to draw reactions from _____	consumer	retailer	producer	sales person	B	eExam
<input type="checkbox"/>	MCQ	One of these is not an element of change	Obsolescence	physical depreciation	handling	physical change	D	eExam
<input type="checkbox"/>	MCQ	_____ are the costs ascribable to particular units of article	salary	indirect cost	price change	direct cost	D	eExam
<input type="checkbox"/>	MCQ	_____ covers selection of location and suppliers, inventory and productivity levels, production technology and capacities, plant size and levels of efficiency in production.	marketing	finance	production	human resources	C	eExam
<input type="checkbox"/>	MCQ	_____ deals with staff recruitment and selection, employee training, performance assessment and remuneration, compensation, reward and disciplinary systems, industrial relations and levels of employee participation in decision-making	human resources	production	marketing	finance	A	eExam
<input type="checkbox"/>	MCQ	Finance and accounting strategies are also divided into _____	8	4	3	2	A	eExam
<input type="checkbox"/>	MCQ	Distribution function includes the following EXCEPT	promotion	matching	communication of information	research	C	eExam

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