

MCQS

1. Competition among retailers selling the same goods and services is highest in which form of distribution?

- A) intensive distribution
- B) exclusive distribution
- C) selective distribution
- D) vertical integration

2. Which of the following activities does not fit within the scope of retailing?

- A) medical services to families
- B) direct-to-home sales
- C) vending purchases by factory workers
- D) sales to wholesalers

3. Which of the following is not part of the total retail experience for a men's clothing retailer?

- A) offering store credit
- B) corporate form of ownership
- C) the store's atmosphere
- D) the brands carried

4. A retailer collects an assortment of goods and services from various sources, buys in large quantities, and sells in small amounts to final consumers. This is referred to as

- A) one-stop shopping
- B) the retail concept
- C) retail transactional efficiency
- D) the sorting process

5. The largest company in the world based on sales is

- A) ExxonMobil
- B) Sears Roebuck
- C) Wal-Mart
- D) Marks & Spencer

6. According to the Department of Commerce, annual U.S. retail store sales are about

- A) \$200 billion
- B) 81.5 trillion
- C) 10.0 trillion
- D) \$5.0 trillion

7. The retailing concept is comprised of

- A) objectives, implementable actions, feedback, and strategy adjustment
- B) short- and long-term objectives, organization mission, and the development of a competitive defensible strategy
- C) customer orientation, coordinated effort, value-driven, and goal orientation
- D) niche strategy, cost leadership, and focus

Test Bank Retail Management

Barry Berman



Test Bank Retail Management:

Enjoying the Track of Appearance: An Psychological Symphony within **Test Bank Retail Management**

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