

**VIVEK COLLEGE OF COMMERCE**  
**M.COM. MANAGEMENT SEMESTER IV**  
**RETAIL MANAGEMENT**  
**ACADEMIC YEAR 2019-20**

SR. NO.	SAMPLE QUESTION	A	B	C	D	CORRECT ANSWER
1	Indian Retail sector employs around _____ % of total workforce.	8	15	5	30	<b>8</b>
2	According to _____ Theory, retailers go from wide assortments to specialized merchandise and then back to general wide assortment.	Natural Selection	Real Life Cycle	General-Specific-General	Retail Value Chain	<b>General-Specific-General</b>
3	_____ is an example of Consumer Co-operative Store.	Apna Bazar	Big Bazar	Star Bazar	D Mart	<b>Apna Bazar</b>
4	Conducting Situational Analysis to achieve retail store objectives is an important step in _____ process.	Retail Planning	Buying Decision Process	Retail Value Chain	Market Segmentation	<b>Retail Planning</b>
5	_____ refers to collecting, storing and physically distributing the products to buyers.	Inbound Logistics	Outbound Logistics	Operations	Marketing & Sales	<b>Outbound Logistics</b>
6	Identifying sources of supply of merchandise for the store is an important area of _____	Merchandise Buying	Retail Branding	Promotional Strategies	Retail Segmentation	<b>Merchandise Buying</b>
7	_____ brand is manufactured by a third-party manufacturer and sold under a retailer's brand name.	Private Label	National	Manufacturers	Retail	<b>Private Label</b>
8	_____ is computer to computer exchange of business document in a standardized format.	Electronic Data Interchange	Database Management System	Radio Frequency Identification	Electronic Management System	<b>Electronic Data Interchange</b>
9	Green practices in retailing leads to _____	Reduced operational cost	Increased Operatinal Cost	Environmental Degradation	Ecological Imbalance	<b>Reduced operational cost</b>
10	_____ is responsible for entire supply chain management of the retail store.	Logistics Manager	Visual Merchandiser	Merchandising Manager	Human Resource Manager	<b>Logistics Manager</b>