Chapter 15 Quiz

1. The classifications of retail operations are:

1. Ownership, Level of Service, Product Assortment, Price
2. Competition, Convenience, Trade, Appearance
3. Attitude, Substantiality, Accessibility, Responsiveness
4. Exporting, Licensing, Contract Manufacturing, Investment

2. An example of a drugstore is:

A. Best Buy

B. Walgreens

C. Academy

D. Target

3. What percentage of disposable income do U.S. consumers spend in supermarkets?

A. 50%

B. 25%

C. 10%

D. 0%

4. The amount of money the retailer makes as a percentage of sales after the costs of goods sold is subtracted is:

A. A retail operation

B. The gross margin

C. Franchising

D. The total expenses

5. What is non-store retailing?

A. Going into Target to buy groceries

B. Merchant that sells a limited amount of goods

C. A retail store that sells different items; from groceries to clothing

D. Shopping without visiting a store

6. Direct Marketing does **not** include:

A. Telemarketing

B. Going to JC Penny

C. Calling a shop-at-home network

D. Ordering hunting equipment from a catalog

7. Which is true of a franchise?

A. It has the advantages of both independent retailers and chain stores

B. Franchising is not allowed in the United States

C. It only includes businesses that sell clothing

D. It has the advantages of only independent retailers

8. What is all the activities directly related to the sale of goods and services to the ultimate consumer for personal, non-business use?

A. Ownership

B. Drugstore

C. Level of Service

D. Retailing

9. What is classification is based on?

A. Breadth

B. Depth

C. A and B

D. neither A nor B

10. What advantage does discount stores, factory outlets, and off-price retailers have that traditional department stores do not?

A. They use low prices to lure shoppers

B. They have lower quality products

C. They are located in busy shopping malls

D. They sell items at higher prices to get more revenue

11. Which of the following is not a major type of retail operation?

A. Drugstore

B. A baseball game

C. Restaurant

D. Supermarket

12. Which of the following describes a department store?

A. A store specializing in a given type of merchandise

B. A retail store that stocks pharmacy-related products

C. A miniature supermarket, carrying only a limited line of high-turnover

convenience goods

1. A store housing several departments under one roof

13. What is a large, departmentalized, self-service retailer? Specializes in food. Some use scrambled merchandising.

A. Supermarket

B. Drugstore

C. Convenience Store

D. Specialty Store

14. Which of the following is NOT a classification of a retail establishment?

A. Ownership

B. People

C. Level of Service

D. Product Assortment

15. The mix of products offered to the consumer by the retailer is known as:

A. Product Offering

B. Marketing Mix

C. Product Cube

D. Retail Operations

16. The two basic types of franchising are:

A. Product and name tag franchising

B. Sales franchising and marketing franchising

C. Business format franchising

D. Both A and C

17. Which of the following is an example of non-store vending?

A. Automatic Vending

B. Direct vending

C. Direct Marketing

D. Electronic vending

E. All of the above

18. How many discount store categories are there?

A. 2

B. 3

C. 4

D. 6

19. How many types of direct marketing are there?

A. 4

B. 5

C. 8

D. 2

20. A store that sells only children’s books can best be described as a(n):

A. Department store

B. Off-price retailer

C. Supermarket

D. Specialty store

Answers:

1. A
2. B
3. C
4. B
5. D
6. B
7. A
8. D
9. C
10. A
11. B
12. D
13. A
14. B
15. A
16. D
17. E
18. C
19. B
20. D