1. Place the steps for Establishing a Relationship with Retailers in order:
   1. Developing a retail strategy.
   2. Choosing retailing partners.
   3. Managing an omnichannel strategy.
   4. Identifying types of retailers.
2. I, IV, III, II
3. **II, IV, I, III**
4. I, II, III, IV
5. II, IV, III, I
6. Distribution intensity is commonly divided into what three levels:
7. High, middle, low
8. Intensive, low, selective
9. **Selective, exclusive, intensive**
10. Marshall’s, Macy’s, Target
11. Luxurious brands, like Coach, believe that selling their products to full-line discount stores or off-price retailers would:
12. Strengthen its relationship with customers.
13. Cause it to go out of business.
14. **Weaken its image.**
15. Cause it to sell all of its products at a lower price.
16. Which of the following is NOT one of the four P’s in the retail strategy?
17. Price
18. **Priority**
19. Promotion
20. Product
21. A retailer that markets a product that is only available from the retailer, uses what kind of branding?
22. Generic-Label
23. National
24. **Private-Label**
25. Public-Label
26. When a retailer uses newspapers, television and magazines to advertise their products they are using which of the four P’s?
27. Product
28. Priority
29. **Promotion**
30. Price
31. Which of the following is NOT a benefit of stores for consumers?
    1. Personal Service
    2. Instant Gratification
    3. **Long Lines**
    4. Personal Service
32. Which of the four P’s is convenience the key ingredient to success?
    1. Price
    2. Promotion
    3. **Place**
    4. Product
33. Retailers using social media to announce new deals on items is an example of?
    1. **Promotion**
    2. Price
    3. Product
    4. Place
34. Which of the following is not a benefit of online retailing?
35. Deeper and broader selection
36. Personalization
37. Expanded market presence
38. **Ability to touch, browse and feel products**
39. All of the above
40. Retailers that use some combination of stores, catalogs, and internet to sell merchandise are:
41. Extreme-value retailers
42. Full line discount stores
43. Omnichannel retailers
44. **Off price retailers**
45. None of the above
46. Which one of the following defines the value of both the merchandise and service provided?
47. Promotion
48. Place
49. Risk reduction
50. **Price**
51. All of the above
52. Big Box retailer is:
53. **Discount stores that offer a narrow but deep assortment of merchandise**
54. The number of supply chain members to use at each level of the supply chain
55. A general merchandise discount store found in lower income urban or rural areas
56. Retailers that offer low price, limited services and a broad variety of merchandise
57. Which is not a type of food retailer
58. Supermarket
59. Supercenter
60. Warehouse club
61. **Fast food restaurant**
62. Which is not a general merchandise retailer
63. Department stores
64. Speciality stores
65. Off-line retailers
66. **Warehouse club**
67. Manufacturers like to store inventory because their factories are typically more attractive shopping venues.
    1. True
    2. **False**
68. The general price range of a store helps define its \_\_\_\_\_\_\_ ?
    1. Promotion
    2. **Image**
    3. Place
    4. Workers
69. What affects the overall shopping experience?
    1. Music
    2. Color
    3. Scent
    4. **All the above**
70. For retailers, what is the key ingredient to success?
    1. Money
    2. Customer Service
    3. **Convenience**
    4. Management
71. \_\_\_\_\_\_\_ are small, full-line discount stores that offer a limited merchandise assortment at very low prices.
    1. Drugstores
    2. Convenience stores
    3. **Extreme-value retailers**
    4. Supercenters

**Answer Key:**

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