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# **JKPSC AP**

**Previous Year Paper  
(Retail Management) 17  
Mar, 2024**



DO NOT OPEN THIS TEST BOOKLET UNTIL YOU ARE TOLD TO DO SO

Booklet Serial No. 219333

Test Booklet Series

TEST BOOKLET  
RETAIL MANAGEMENT  
Written Test - 2023  
(65)

A

Time Allowed: Two Hours

Maximum Marks: 120

**INSTRUCTIONS**

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(65) (A)/2023

[P.T.O.]

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1. The benefit of using augmented reality and virtual reality in retailing is to boost
  - A) In-store promotion
  - B) Customer experience and engagement
  - C) Pricing strategies
  - D) All of the above
2. Which retail format charge membership fee to provide access to bulk buying at low prices?
  - A) Supercenter
  - B) Discount store
  - C) Warehouse club
  - D) Speciality Store
3. The term "store brand" is interchangeably called as
  - A) Premium brand
  - B) Counterfeit brand
  - C) Global brand
  - D) Private label brand
4. Which type of retailing involves selling products through vending machines installed in high-traffic areas?
  - A) Pop-up stores
  - B) Teleshopping
  - C) Kiosk retailing
  - D) V-commerce
5. Which retail format combines a supermarket with a full line discount stores
  - A) Outlet store
  - B) Warehouse club
  - C) Supercenter
  - D) Specialty store
6. The use of AI and machine learning to make predictions in retail sector by analyzing large datasets include
  - i) Predictive analysis
  - ii) Big data analytics
  - iii) Cloud analytics
  - iv) Self Service analytics
  - A) Only (i) and (ii)
  - B) Only (i) and (iii)
  - C) (i), (ii), (iii)
  - D) All of the above

7. A strategy that involves offering a limited time deal each day at same time to online shoppers to create necessity
- A) Close outs
  - B) Flash sale
  - C) Extreme value
  - D) Price skimming
8. In the context of Retail Management the term "DODO" stands for
- A) Distributor owned Distributor operated
  - B) Directly owned directly operated
  - C) Dealer owned dealer operated
  - D) Department owned department operated
9. Identify the advertising platform where advertisers bid on keywords to display ads
- A) Youtube Ads
  - B) Facebook Ads
  - C) Google Ads
  - D) Twitter Ads
10. How CPC (Cost per click) is calculated in online advertisements?
- A) Total clicks by total conversions
  - B) Total advertising cost by number of clicks
  - C) Total impressions by total clicks
  - D) Total advertisement spend by total impressions
11. A fulfillment model that allows retailers to outsource handling and shipping of products to end customers is termed as:
- A) Dropshipping
  - B) Destination retailers
  - C) Direct store delivery
  - D) Exclusive distribution
12. Which of the following statement/statements is/are true?
- i) NFC (Near Field communication) is a short range wireless technology that requires 5 cm or less distance to initiate a connection.
  - ii) NFC (Near Field communication) technology is rooted in RFID (Radio frequency Identification)
  - iii) NFC (Near Field communication) uses 128-bit or higher encryption to initiate secured payment
  - iv) NFC (Near Field communication) drivers payment services like Apple pay and Google Wallet
- A) Statements (i) and (ii) and (iii) are true
  - B) Statements (ii) and (iii) and (iv) are true
  - C) Statements (i), (ii), (iv) are true
  - D) All statements are true

(65) (A)

(4)

13. The primary objective of a retail institutions by store based strategy mix is:
- A) To reduce operational costs
  - B) To increase online sales
  - C) To expand into new markets
  - D) To maximize customer satisfaction
14. What is scrambled merchandising?
- A) Focus on single product category
  - B) Offering discounts on all products
  - C) Mixing unrelated product categories in a store
  - D) Selling only high end products in a store
15. The average store area of a Box (Limited line) store is approximately between
- A) 5,000 or less
  - B) 5000-9000 sq. ft.
  - C) 10,000-15,000 sq. ft.
  - D) 15000+ sq. ft.
16. Which of the following are C2C e-commerce companies?
- i) Flipkart
  - ii) Amazon Marketplace
  - iii) eBay
  - iv) OLX
- A) (i),(ii),(iii)
  - B) (ii), (iii), (iv)
  - C) (i), (ii), (iv)
  - D) All of the above
17. "Nilgiris" one of the oldest supermarket chain in India was founded in
- A) 1857
  - B) 1905
  - C) 1958
  - D) 1985
18. Group of consumers having similar buying habits, characteristics, and respond similarly to marketing efforts termed as
- A) Demographic group
  - B) Niche market
  - C) Consumer cohort
  - D) Market Segment

19. When consumer's make purchase decision after extensive research and evaluation of alternatives is referred as?
- A) Impulsive buying
  - B) Variety-seeking
  - C) Habitual buying
  - D) Complex buying
20. Which psychological theory put forward that consumers make purchase decisions based on mental shortcuts ?
- A) Theory of planned behaviour
  - B) Heuristic theory
  - C) Operant conditioning theory
  - D) Classical conditioning theory
21. Geofencing technology helps retailers to:
- A) Enhance store security
  - B) Increase store traffic
  - C) Target customers with location based offers
  - D) Identifying shoplifters
22. The primary purpose of heatmapping technology is
- A) Analyzing footfall patterns in store
  - B) Tracking customer purchase in store
  - C) Employee tracking in store
  - D) Managing inventory levels in store
23. Beacon in retail is a type of which technology
- A) Wi-Fi
  - B) RFID (Radio Frequency Identification)
  - C) NFC (Near Field Communication)
  - D) BLE (Bluetooth Low Energy)
24. The term "RFM" that is used to segment company's consumer base stands for
- A) Retail Feedback Mechanism
  - B) Random Frequency Metrics
  - C) Recency, Frequency, Monetary
  - D) None of the above

25. Which retail strategy focus on offering high quality products at premium price to a specific group of buyers?
- A) Differentiation
  - B) Cost leadership
  - C) Market development
  - D) Market penetration
26. Which type of stores are temporary setup to take advantage of high foot traffic?
- A) Discount stores
  - B) Superstore
  - C) Convenience store
  - D) Pop-up stores
27. What does the term "visual merchandise" refers to?
- A) Managing supply chain
  - B) Managing online sales
  - C) Displaying products in an appealing way in the store
  - D) All of the above
28. Which retail pricing strategy involves setting price just below whole numbers?
- A) Odd-even pricing
  - B) Competitive pricing
  - C) Psychological Pricing
  - D) Round pricing
29. What is the primary goal of price skimming?
- A) To attain cost leadership
  - B) Maintain price stability
  - C) Maximize market share
  - D) Capture early adopters
30. The pricing strategy that involves setting a very low price for daily essentials with the hope that customers will make purchase of higher margin profit items
- A) Predatory pricing
  - B) Loss leader pricing
  - C) Psychological pricing
  - D) Price bundling

31. What does the acronym "API" stands for in the context of platform retailing?
- A) Application Programming Interface
  - B) Advanced Pricing Index
  - C) Automated Product Integration
  - D) Advanced Programming Integration
32. Which of the following services is primarily offered by Lightspeed eCom?
- A) Email marketing automation
  - B) Social media management
  - C) Point of sale and software provider
  - D) Provides robust security measures
33. Which of the following is/are true for e-commerce platform VTEX?
- i. Headquartered in Berlin, Germany
  - ii. Helps businesses manage online stores
  - iii. Offers white-labelling option
  - iv. Provides virtual stock features
- A) Only i, ii, iii are true
  - B) Only ii, iii, iv are true
  - C) Only i, ii, iv are true
  - D) All statements are true
34. "Apathetic shoppers" refers to
- A) Customers who take lot of time in making final purchase decisions
  - B) Customers who are more involved with sales person
  - C) Customers who do not respond to in-store promotions
  - D) All of the above
35. What is the primary goal of platform retail strategy?
- A) Maximizing profits
  - B) Facilitating value co-creation
  - C) Minimizing retail formats
  - D) Creating exclusive product range
36. What is the meaning of the term 'sweepstakes'?
- A) Customers compete for prizes by completing a game like crossword puzzle
  - B) Participants merely fill the application form and winner is picked at random
  - C) Presents and gifts are given to current customers when they bring in new customers
  - D) Customers are given discounts based on their purchases.

37. "Looptworks" is a firm engaged in upcycling of
- A) Apparels
  - B) Shoes
  - C) Paper
  - D) Plastic
38. Why retailers choose to operate in a string shopping area?
- A) To lower the zoning restrictions
  - B) To lower the advertising cost
  - C) To capitalize on better road visibility and parking
  - D) More control over prices and loyalty from customers
39. What does "EDLP" stands for in the context of retailing?
- A) Exclusive discount loyalty program.
  - B) Extra dicounted Low Pricing
  - C) Efficient Delivery logistics protocol
  - D) Every day low pricing
40. Which is not a revenue model for platform based retail?
- A) Subscription fee
  - B) Advertisement
  - C) In-house manufacturing
  - D) commission
41. Which among the following is the key consideration in determining markdowns and promotions?
- A) Cost-plus pricing
  - B) Competition
  - C) Retail shelf space
  - D) Inventory turnover
42. Which technology is important for managing real time inventory visibility in an omnichannel strategy?
- A) Warehouse management software
  - B) IoT
  - C) Machine learning
  - D) All of the above

43. Which of the following statement is true
- A) Li-Fi is an old technology as compared to Wi-Fi
  - B) Li-Fi uses radio waves for data transmission
  - C) Li-Fi technology was introduced in 2011
  - D) Wi-Fi has more bandwidth than Li-Fi
44. Reliance Retail was founded in the year
- A) 2003
  - B) 2004
  - C) 2005
  - D) 2006
45. Reliance retail acquired 'Urban Ladder' an omnichannel furniture retailer by purchasing stake
- A) 92%
  - B) 94%
  - C) 96%
  - D) 98%
46. Titan Company Ltd. has recently announced to increase its shareholding in Carat Lane
- A) June, 2023
  - B) July, 2023
  - C) August, 2023
  - D) September 2023
47. What is the critical factor that is generally left unnoticed in a omnichannel retailing
- A) Competitor analysis
  - B) Customer feedback
  - C) Pricing strategies
  - D) Employee training
48. In omnichannel retail, "endless aisle" refers to
- A) Online shopping experience has no limits
  - B) Access to variety of products without crowding the stock
  - C) Aisle layout optimization
  - D) Aisle decor in physical stores

49. What does the term "BOFU" stand for
- A) Bottom of the funnel
  - B) Business outreach and follow up
  - C) Best offers for users
  - D) Brand offers for users
50. Two paired statements are given below: statement A (assertion) and statement B (reason). Choose the appropriate answer
- Assertion:** Security is a major concern in the IoT ecosystem.
- Reason:** IoT devices are often resource constrained and does not have a robust security features
- A) Both assertion and reason are true, reason is the correct explanation of assertion
  - B) Both assertion and reason are true but reason is not the correct explanation of assertion
  - C) Assertion is true but reason is false
  - D) Assertion is false but reason is true
51. "Moment of truth" in retail refers to
- A) When a customer interacts with a brand or store
  - B) Specific time when foot fall is highest in a store
  - C) The moment customer makes a purchase decision
  - D) None of the above
52. "Zero Moment of truth" is a term coined by
- A) Google
  - B) Microsoft
  - C) Facebook
  - D) Twitter
53. Who is a brand advocate
- A) Brand manager
  - B) Marketing agency hired to create brand awareness
  - C) A loyal customer who promotes a brand
  - D) A paid spokesperson for a brand
54. What is the common example of geodemographic segmentation in the following statements
- A) Segmenting the customers based on their travel history and preference
  - B) Segmenting customers according to their psychological traits
  - C) Segmenting customers based on their area codes and income
  - D) Segmenting customers based on their lifestyle

(65) (A)

(11)

[P.T.O.]

55. Shopkick primarily partners with which type of businesses
- A) Food delivery services
  - B) Entertainment hubs
  - C) E-commerce websites
  - D) Brick and mortar stores
56. What is the primary incentives to use the Shopkick app
- A) Cashbacks
  - B) Reward points
  - C) Coupons
  - D) All of the above
57. What is "shopworn" in context of retail
- A) Brand new item
  - B) Antique or vintage item
  - C) Slightly damaged item
  - D) Low priced item
58. Which of the following device is used in stores to prevent shoplifting by triggering alarms
- A) CCTV
  - B) RFID
  - C) POS
  - D) EAS
59. What is the meaning of term "showrooming"
- A) Enhancing in store experiences and offering exclusive deals
  - B) Encouraging customers to leave online reviews
  - C) Eliminating physical stores and going entirely online
  - D) Comparing prices and make online purchases while in-store
60. The term "Shrinkage" refers to
- A) Decrease in customer foot traffic
  - B) Loss of inventory due to theft or damage
  - C) Reducing store size to manage cost
  - D) Employee turnover
61. What is the primary goal of category management in retail store
- A) Reducing operational cost
  - B) Improving customer service
  - C) Maximizing profits
  - D) Increasing foot traffic in store

62. What does "POGs" refer to  
A) Inventory management strategy  
B) Visual representation of store products on display  
C) A financial plan for the products or a category  
D) The selection of supplier for a category
63. Which is the key component in category management  
A) Selecting vendors  
B) Inventory management  
C) Product placement  
D) Price fixation
64. The term "category management" was coined by  
A) Michael Levy  
B) Brian F. Harris  
C) Philip Kotler  
D) Robert Jacobson
65. The purpose of "category captain" in category management is  
A) To organise various events  
B) To provide expert advice  
C) To oversee store security  
D) All of the above
66. Two paired statements are given below: Statement A (Assertion) and Statement B (Reason). Choose the appropriate answer:  
**Assertion:** Promotions in sale always lead to increased profits.  
**Reason:** Offering discounts, rebates, coupons increase customer footfall in store, resulting in higher sales and profits  
A) Both assertion and reason are true, reason is the correct explanation of assertion  
B) Both assertion and reason are true but reason is not the correct explanation of assertion  
C) Assertion is true but reason is false  
D) Assertion is false but reason is true
67. What does VMI stands for in collaborative planning between supplier and retailer  
A) Visual Merchandising Inventory  
B) Virtual Market Intelligence  
C) Vendor Managed Inventory  
D) Variable Merchandising Inventory
68. What is the key benefit of collaborative planning between brands and retailers  
A) Reduced advertising expenses  
B) Reduced Inventory cost  
C) Healthy competition  
D) Faster decision making

69. GMROI (Gross margin Return on inventory investment) is calculated as
- A)  $\text{GMROI} = (\text{Gross margin percentage}) \times (\text{sales to stock ratio})$
  - B)  $\text{GMROI} = (\text{Gross margin percentage}) \times (\text{inventory turnover})$
  - C)  $\text{GMROI} = (1 - \text{gross margin percentage}) \times (\text{Sales-to- stock})$
  - D) None of the above
70. In merchandise planning, the term "OTB" stands for
- A) Order tracking and billing
  - B) Outstanding trade balance
  - C) Overstocking threshold balance
  - D) Open to buy
71. The store design which provide benefits of locating and purchasing products in an efficient and timely manner is referred to as
- A) Design with hedonic benefits
  - B) Design with utilitarian benefits
  - C) Design with signage benefits
  - D) None of the above
72. What is the name of the layout with merchandise on shelves on both sides of the aisles
- A) Racetrack
  - B) Free form
  - C) Grid
  - D) Boutique
73. Signage placed in strategic locations in the store to engage customer via QR codes are called
- A) Promotional signage
  - B) Call-to-action signage
  - C) Category signage
  - D) Point-of-sale signage
74. "Cash wraps" are also referred to as
- A) Freestanding displays
  - B) Checkout areas
  - C) End caps
  - D) Promotional aisle
75. What is the name of the merchandise that customers have decided to buy before entering the store
- A) Special merchandise
  - B) Category Adjacencies
  - C) Destination merchandise
  - D) Impulse merchandise

76. Match List I with List II and select the correct answer using the codes provided

**List - I**

1. MOFU
2. TMOT
3. CBD
4. BOFU

**List - II**

- i. When consumers give feedback for a brand, product or service
- ii. Metrics to calculate customer acquisition cost (CAC)
- iii. Traditional downtown financial and business area in a city or town
- iv. Metrics that demonstrates when consumers have a greater likelihood to purchase

**Codes:**

- A) 1-ii, 2-iii, 3-iv, 4-i
- B) 1-iii, 2-iv, 3-i, 4-ii
- C) 1-iv, 2-i, 3-iii, 4-ii
- D) 1-i, 2-ii, 3-iii, 4-iv

77. Another name for a four-way fixture

- A) Capacity fixture
- B) Feature fixture
- C) Bulk fixture
- D) Gondola

78. What is the main purpose of identifying hotspots and coldspots in retail store

- A) To optimize store layout and product placement
- B) To create special promotions for summer or winter products
- C) To adjust store temperature according to season
- D) To track employee engagement with customers at various store locations

79. Amazon.com, Inc was founded in the year

- A) 1993
- B) 1994
- C) 1995
- D) 1996

80. Who is the founder of "ebay" e-commerce company?

- A) Jeff Bezos
- B) Pierre Omidyar
- C) Jack Ma
- D) Andy Jassy

81. Who is the President, CEO of retail company "Walmart"

- A) Greg Penner
- B) Sam Walton, Bud Walton
- C) Douglas McMillon
- D) J. Michael Evans

(65) (A)

(15)

[P.T.O.]

82. Who among the following has ownership in Flipkart after Walmart increased its shareholding to 80.5% in Flipkart in the month of Sep,23?
- Sachin Bansal
  - Tiger Global
  - Tencent
  - Accel Partners
83. Retail Marketing Mix is called
- 4 P's of Retailing
  - 5 P's of Retailing
  - 6 P's of Retailing
  - 7 P's of Retailing
84. Match List I with List II and select the correct answer using the codes provided
- | <b>List - I</b> | <b>List - II</b>  |
|-----------------|---|
| 1. Consistency  | i. The number of different products carried by a store      |
| 2. Depth        | ii. Variety of product lines that store offers              |
| 3. Length       | iii. The number of each item or particular style in a store |
| 4. Breadth      | iv. How products are related to each other in retail        |
- Codes:**
- 1-iii, 2-ii, 3-i, 4-iv
  - 1-ii, 2-iv, 3-iii, 4-i
  - 1-iv, 2-iii, 3-i, 4-ii
  - 1-i, 2-iii, 3-ii, 4-iv
85. The percentage of FDI allowed in Multi Brand retail trading in India in the year 2019
- 49%
  - 50%
  - 51%
  - None of the above
86. Which of the following statements is/are true for FDI in multi brand retailing
- Minimum amount to be brought in, as FDI, by the foreign investor, would be USD 100 million
  - At least 50% of the value of procurement of manufactured/processed products purchased shall be sourced from Indian micro, small and medium industries
  - Retail sales outlets may be set up only in cities with a population of more than 10 lakh
  - Government will have the first right to procurement of agricultural products
- Statements I, II, III are true
  - Statements II, III, IV are true
  - Statements I, III, IV are true
  - Statements I, II, IV are true

87. Avenue Supermarts Ltd, an Indian retail corporation was founded in the year
- A) 2000
  - B) 2001
  - C) 2002
  - D) 2003
88. The smartphone retailers are against the state government plans to provide free smart phones to women in
- A) Madhya Pradesh
  - B) Chattisgarh
  - C) Rajasthan
  - D) Karnataka
89. Retailers that aim to focus on needs of customers rather than simply increasing profits are termed as
- A) Direct to consumer
  - B) Value retailers
  - C) Mutuals
  - D) National heroes
90. Sustainable Green marketing is referred as:
- A) The marketing affairs that are directed to help and give solutions to environmental related problems
  - B) The marketing affairs that are directed towards cleaner technology and reducing emissions and waste
  - C) The marketing affairs that are directed towards good quality product development
  - D) All of the above
91. How much percentage the Indian retail industry contribute to country's GDP
- A) 6%
  - B) 8%
  - C) 10%
  - D) 12%
92. The Indian retail industry generates employment for how much percentage of population
- A) 4%
  - B) 6%
  - C) 8%
  - D) 10%

93. The other name for private label brands is:
- A) National brands
  - B) International brands
  - C) Exclusive brands
  - D) Generic brands
94. Acronym for an omnichannel fulfillment model which is meant to serve customers needs by enabling them to buy online and then pick up their order from store
- A) BODFS
  - B) BOPIS
  - C) BORIS
  - D) PUDO
95. ZARA a multinational retail clothing chain is headquartered in
- A) UK
  - B) France
  - C) Spain
  - D) Italy
96. When a company offers various price options and flavours in a product, the brand development strategy is referred to as
- A) Brand Extension
  - B) Line Extension
  - C) Multi Brands
  - D) New Brands
97. Name the biggest retailer in the world to raise awareness for the Detox campaign
- A) Kroger
  - B) Target
  - C) Costco
  - D) ZARA
98. Which company is the manufacturer of electric 3 wheelers which are in high demand by e-commerce companies to service their consumers
- A) Aion
  - B) Airways
  - C) Altigreen
  - D) Aspark
99. The wealth fund who invested recently in Reliance Retail raising the business valuation to Rs. 8.28 lakh crore
- A) SAFE Investment Company Limited
  - B) Qatar Investment Authority
  - C) Abu Dhabi Investment Authority
  - D) Sovereign wealth fund

(65) (A)

(18)

100. Galeries Lafayette is a luxury retailer has its origin in

- A) Spain
- B) France
- C) UK
- D) Italy

101. "Balenciaga SA" a luxury fashion house is planning to open its stores in India in partemship with

- A) Aditya Birla Group
- B) Reliance Brands Ltd.
- C) Avenue Supernarts Ltd.
- D) Future Lifestyle Fashion Ltd.

102. Which q-commerce company has recently raised \$200 million at a valuation of \$1.4 billion

- A) Dunzo
- B) Blinkit
- C) Zepto
- D) Swiggy

103. Which bank launches new credit card recently in partnership with international hotel chain Marriott to gain market share in retail lending

- A) HDFC
- B) ICICI
- C) Axis Bank
- D) SBI

104. LuLu Group, that operates a chain of hypermarts and retail companies is headquartered in

- A) Abu Dhabi
- B) Doha
- C) Muscat
- D) Saudi Arabia

105. Match List I with List II and select the correct answer using the codes provided

**List I (Co-branding strategies)**

- 1. Reaching In
- 2. Reaching out
- 3. Reaching up
- 4. Reaching beyond
- A) 1-i, 2-ii, 3-iii, 4-iv
- B) 1-ii, 2-iii, 3-i, 4-iv
- C) 1-i, 2-iii, 3-iv, 4-ii
- D) 1-iv, 2-ii, 3-iii, 4-i

**List II (Importance)**

- i. Achieve greater market penetration
- ii. Brings both strong image and access to new customers
- iii. Tapping new markets
- iv. Image enhancement strategy

106. Which of the following is not an apparel brand of Raymond Group

- A) Louis Philippe
- B) Park Avenue
- C) Color Plus
- D) Parx

107. Walmart bought the stake of Flipkart co-founder Binny Bansal at a valuation of about

- A) \$500 million
- B) \$550 million
- C) \$600 million
- D) \$650 million

108. Which of the following is NOT a challenge for retailers in implementing O2O convergence

- A) Reducing customer engagement
- B) Inventory management
- C) Managing consistent pricing across channels
- D) Data security

109. Match List I with List II and select the correct answer using the codes provided

**List - I**

- 1. CLV
- 2. RFM analysis
- 3. Retail analytics
- 4. Data Mining

**List - II**

- i. Application of statistical techniques and model to improve retail decisions through analyses of customer data
- ii. An information processing method that relies on search techniques to discover new insights into buying patterns of customers
- iii. The expected contribution from the customer to the retailer's profits over the entire relationship period with the retailer
- iv. Used in catalog and Internet channels to determine customer segments that a retailer should target for promotion or catalog mailing

**Codes:**

- A) 1-iii, 2-iv, 3-i, 4-ii
- B) 1-iii, 2-iv, 3-ii, 4-i
- C) 1-i, 2-ii, 3-iii, 4-iv
- D) 1-iv, 2-iii, 3-ii, 4-i

110. What does "MTR", a speciality food store in India stands for

- A) Mysore Tiffin Room
- B) Malabar Tiffin Room
- C) Maharashtra Tiffin Room
- D) Mavalli Tiffin Room

(65) (A)

(20)

111. According to Consumer Price Index (CPI), the retail inflation of vegetables prices in the month of July was
- A) 7.1%
  - B) 7.4%
  - C) 7.8%
  - D) 8.1%
112. The only Indian Retailer to feature in the top 100 retailers globally
- A) Future Retail Ltd.
  - B) Trent Limited
  - C) Reliance Retail
  - D) Aditya Birla Fashion and Retail
113. The business strategy of a "Copycat Brand" is
- A) Differentiation
  - B) Cost Leadership
  - C) Niche Marketing
  - D) Brand Positioning
114. Which among the following is not the element in Retail Mix
- A) Store design and display
  - B) Customer service
  - C) Communication Mix
  - D) Supply Chain
115. "Shoplifting" is considered as
- A) Civil offense
  - B) Criminal offense
  - C) Both A and B
  - D) None of the above
116. Which statement is true for beacon technology and smartphone apps in retail
- A) Beacons provide free Wi-Fi access to customers on smartphones
  - B) Beacons are used to see product price on smartphones
  - C) Beacons are used to send location based offers on smartphones
  - D) Beacons allows to make phone calls in store if there is poor network
117. A music store separates musical CDs into rock, jazz, classical and other sections. What type of a product grouping is this
- A) Functional product grouping
  - B) Purchase motivation product grouping
  - C) Market segment product grouping
  - D) Storability product grouping

118. If a mannequin is dressed in a matching combination of shirt, pants, socks, shoes and jacket, it is referred to as
- A) Cut case display
  - B) Ensemble display
  - C) Theme setting display
  - D) None of these
119. Which is NOT a type of "store brands"
- A) Copycats
  - B) Value Innovators
  - C) Premium-lite store brands
  - D) National brands
120. Which is NOT a geographical pricing strategy
- A) Uniform-delivered pricing
  - B) Basing-point pricing
  - C) FOB-origin pricing
  - D) Captive-product pricing

## ROUGH WORK



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## **Provisional Answer Key**

### **Assistant Professor (Retail Management)**

Test Booklet Question No. (Series A)	
Q1	B
Q2	C
Q3	D
Q4	C
Q5	C
Q6	D
Q7	B
Q8	B
Q9	C
Q10	B
Q11	A
Q12	B
Q13	D
Q14	C
Q15	B
Q16	B
Q17	B
Q18	D
Q19	D
Q20	B
Q21	C
Q22	A
Q23	D
Q24	C
Q25	A
Q26	D
Q27	C
Q28	C
Q29	D
Q30	B
Q31	A
Q32	C
Q33	B
Q34	C
Q35	B
Q36	B
Q37	A
Q38	C
Q39	D
Q40	C

Test Booklet Question No. (Series A)	
Q41	D
Q42	D
Q43	C
Q44	D
Q45	C
Q46	C
Q47	D
Q48	B
Q49	A
Q50	A
Q51	A
Q52	A
Q53	C
Q54	C
Q55	D
Q56	B
Q57	C
Q58	D
Q59	D
Q60	B
Q61	C
Q62	B
Q63	A
Q64	B
Q65	B
Q66	D
Q67	C
Q68	B
Q69	A
Q70	D
Q71	B
Q72	C
Q73	B
Q74	B
Q75	C
Q76	C
Q77	B
Q78	A
Q79	B
Q80	B

Test Booklet Question No. (Series A)	
Q81	C
Q82	C
Q83	C
Q84	C
Q85	C
Q86	C
Q87	C
Q88	C
Q89	C
Q90	C
Q91	C
Q92	C
Q93	D
Q94	B
Q95	C
Q96	B
Q97	D
Q98	C
Q99	B
Q100	B
Q101	B
Q102	C
Q103	A
Q104	A
Q105	C
Q106	A
Q107	D
Q108	A
Q109	A
Q110	D
Q111	B
Q112	C
Q113	B
Q114	D
Q115	B
Q116	C
Q117	C
Q118	B
Q119	D
Q120	D