

Question 1

A major disadvantage to the use of a blind mailing is the _____.

- A) inability to purchase an appropriate list
- B) low response rate
- C) high paper costs per unit
- D) high mailing-list cost

Answer: <https://biology-forums.com/index.php?topic=701052>

Question 2

Which of the following is an example of direct marketing?

- A) a final consumer being exposed to a good or service through a door-to-door salesperson
- B) a final consumer being exposed to a good or service through a referral by a department store's salesperson
- C) a final consumer being exposed to a good or service through a referral by a neighbor
- D) a final consumer being exposed to a good or service through a Web-based ad

Answer: <https://biology-forums.com/index.php?topic=701045>

Question 3

A retailer, through its extensive selection and high service levels, is able to attract shoppers from long distances. This phenomenon is known as _____.

- A) outshopping
- B) cognitive dissonance
- C) extended decision making
- D) store loyalty

Answer: <https://biology-forums.com/index.php?topic=701165>

Question 4

Discuss how a retailer can use gap analysis as part of its strategic plan.

Answer: <https://biology-forums.com/index.php?topic=702637>

Question 5

The purest form of an impulse purchase is _____.

- A) partially unplanned
- B) completely unplanned
- C) reminder impulse
- D) unplanned substitution

Answer: <https://biology-forums.com/index.php?topic=701183>

Question 6

Which of the following contributes to the very high sales per square foot in airport retailing?

- A) a captive audience
- B) a transitory population
- C) high security
- D) high rental costs

Answer: <https://biology-forums.com/index.php?topic=701071>

Question 7

A camera retailer estimates that it can sell 1,000 rolls of film each year. Each roll costs the retailer \$1.50; holding costs equal 25 percent of unit costs; and order costs are \$15 per order. The economic order quantity is _____ rolls.

- A) 500
- B) 173
- C) 283
- D) 375

Answer: <https://biology-forums.com/index.php?topic=701554>

Question 8

In bait-and-switch advertising, the retail advertiser has no intention of selling the advertised item at the advertised price.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=701775>

Question 9

What dollar amount in U.S. retail sales is lost each year due to employee theft, customer shoplifting, and vendor theft?

- A) \$75 billion
- B) \$15 billion
- C) \$100 billion
- D) \$45 billion

Answer: <https://biology-forums.com/index.php?topic=701245>

Question 10

Which media can be classified as dailies, weeklies, and/or shoppers?

- A) flyers/circulars
- B) telephone directories
- C) newspapers
- D) direct mail

Answer: <https://biology-forums.com/index.php?topic=702114>

Question 11

A disadvantage of a leased department to the leased department operator is the _____.

- A) high promotional expense
- B) poor cash flow due to centralized checkouts
- C) creation of a one-stop shopping environment
- D) restriction on goods/services carried

Answer: <https://biology-forums.com/index.php?topic=700822>

Question 12

What are the overall retail strategy implications of the use of quick response (QR) inventory planning by a retailer?

Answer: <https://biology-forums.com/index.php?topic=701399>

Question 13

A special type of combination store that integrates an economy supermarket with a discount department store is a _____.

- A) box (limited-line) store
- B) convenience store
- C) supercenter
- D) warehouse store

Answer: <https://biology-forums.com/index.php?topic=700919>

Question 14

A mystery shopper is a form of which primary data collection technique?

- A) simulation
- B) observation
- C) survey
- D) experimentation

Answer: <https://biology-forums.com/index.php?topic=701254>

Question 15

A retail strategy must anticipate and adapt to the changing business.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=700771>

Question 16

Which statement concerning global direct marketing is not correct?

- A) There are direct marketing trade associations in such diverse countries as Australia, Brazil, China, and Russia.
- B) Eddie Bauer and Lands' End are among the firms with a significant international presence.
- C) Outside the United States, annual direct sales are in the hundreds of billions of dollars.
- D) There is a decreasing acceptance of nonstore retailing outside the United States.

Answer: <https://biology-forums.com/index.php?topic=701018>

Question 17

Which retail assortment strategy is utilized by a convenience store?

- A) narrow and shallow
- B) wide and shallow
- C) wide and deep
- D) narrow and deep

Answer: <https://biology-forums.com/index.php?topic=702569>

Question 18

A slow collection period indicates slow-turning accounts receivable.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=702350>

Question 19

The major difference between a consignment purchase and a memorandum purchase is based on _____.

- A) when an item is paid for
- B) eligibility for cooperative advertising allowances
- C) when title passes from seller to buyer
- D) purchase price

Answer: <https://biology-forums.com/index.php?topic=701286>

Question 20

The retail strategy of box (limited-line) stores is based on aggressively priced private label or controlled brands.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=700978>