

Question 1

In a regional shopping center, the store with the largest trading area is a _____.

- A) supermarket
- B) variety store
- C) shoe store
- D) department store

Answer: <https://biology-forums.com/index.php?topic=701443>

Question 2

Stock shortages may be due to pilferage, bookkeeping errors, and undershipments by vendors.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=701570>

Question 3

- a. Under what conditions are price differences to competing retailers legal under the Robinson-Patman Act?
- b. Why have so few Robinson-Patman Act violations been committed by retailers?

Answer: <https://biology-forums.com/index.php?topic=701827>

Question 4

A firm with a conservative financial leverage ratio has _____.

- A) little debt relative to assets
- B) no debt
- C) high return on net worth
- D) a lot of debt relative to assets

Answer: <https://biology-forums.com/index.php?topic=702273>

Question 5

Computer and auto repair are examples of _____ services.

- A) owned-goods
- B) nongoods
- C) repair
- D) rented-goods

Answer: <https://biology-forums.com/index.php?topic=700622>

Question 6

Distinguish between the recognition of shortage and recognition of unfulfilled desire components in the problem awareness stage in the consumer decision process.

Answer: <https://biology-forums.com/index.php?topic=701628>

Question 7

The use of RFID (radio frequency identification) is an alternative to the Universal Product Code (UPC).

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=701345>

Question 8

An example of external secondary data is _____.

- A) daily sales figures by retail location
- B) inventory records of fast-selling goods
- C) regular periodicals downloaded from the Web
- D) annual budgets for your firm's advertising

Answer: <https://biology-forums.com/index.php?topic=701224>

Question 9

The social-class classification system is based on factors such as income, occupation, education, and dwelling type.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=701188>

Question 10

The economic order quantity formula balances gross profitability, expected sales, and probability of stockouts.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=701584>

Question 11

Which retail institution is most likely to be an example of a destination store?

- A) superstore
- B) category killer
- C) specialty store
- D) variety store

Answer: <https://biology-forums.com/index.php?topic=700959>

Question 12

The retail life-cycle stage characterized by excess capacity and overstocking is _____.

- A) introduction
- B) decline
- C) maturity
- D) accelerated development

Answer: <https://biology-forums.com/index.php?topic=700911>

Question 13

Order-taking salespersons are most likely to engage in cross-selling and trading up of customers.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=702264>

Question 14

- a. What are the advantages and disadvantages to the use of experimentation in retail research?
- b. What retail research questions are ideally suited for experimentation? Explain your answer.

Answer: <https://biology-forums.com/index.php?topic=701410>

Question 15

Which of the following transactions is not part of direct marketing?

- A) a consumer searching for a camera dealer via a Yellow Pages phone directory
- B) a consumer bidding on a camera accessory on eBay
- C) a consumer purchasing a camera accessory at an airport retailer
- D) a consumer shopping for a camera accessory from a catalog

Answer: <https://biology-forums.com/index.php?topic=701046>

Question 16

Which shopping orientation has the highest price sensitivity?

- A) personalizing consumers
- B) economic consumers
- C) assortment-oriented consumers
- D) status-oriented consumers

Answer: <https://biology-forums.com/index.php?topic=701711>

Question 17

What are the advantages of a central business district location versus a regional shopping center location to a camera shop that sells cameras, film, and processes film and digital photos? The disadvantages?

Answer: <https://biology-forums.com/index.php?topic=701925>

Question 18

A retail ownership change financed by low-grade loans from banks and investors is a(n) _____.

- A) initial public offering

- B) reorganization loan
- C) sale-leaseback
- D) leveraged buyout

Answer: <https://biology-forums.com/index.php?topic=702238>

Question 19

The major difference between an initial markup and a maintained markup is that the maintained markup reflects _____.

- A) actual prices received and actual shortages
- B) actual purchases
- C) planned retail operating expenses
- D) planned shortages

Answer: <https://biology-forums.com/index.php?topic=701743>

Question 20

A major advantage to store ownership (versus leasing) is the _____.

- A) lower property taxes
- B) freedom from lease renewal concerns
- C) low investment
- D) ability to secure regional shopping center locations

Answer: <https://biology-forums.com/index.php?topic=701797>