

Question 1

The greatest advantage to a manufacturer's use of exclusive distribution is _____.

- A) a high level of retail price competition
- B) close channel cooperation
- C) maximizing long-run sales potential
- D) convenience of location to customers

Answer: <https://biology-forums.com/index.php?topic=1821389>

Question 2

A slotting allowance is a form of _____.

- A) channel conflict
- B) channel cooperation
- C) short-run strategy by a manufacturer
- D) electronic data interchange (EDI)

Answer: <https://biology-forums.com/index.php?topic=1822814>

Question 3

According to prestige pricing, the demand curve can be positively sloped at price levels that are considered too low by consumers.
[true or false]

Answer: <https://biology-forums.com/index.php?topic=1823070>

Question 4

Which form of promotion has media payment, a nonpersonal presentation, out-of-store mass media, and an identified sponsor?

- A) sales promotion
- B) advertising
- C) public relations
- D) personal selling

Answer: <https://biology-forums.com/index.php?topic=1823195>

Question 5

A retailer has the least control over retail price setting in _____.

- A) a price war
- B) a regulated pricing situation
- C) an administered pricing situation
- D) market pricing

Answer: <https://biology-forums.com/index.php?topic=1823024>

Question 6

A direct marketer can economically appeal to the needs of a particular customer segment through _____.

- A) regional editions of catalogs
- B) infomercials
- C) specialogs
- D) micro-merchandising

Answer: <https://biology-forums.com/index.php?topic=1821970>

Question 7

The ending book value of inventory less _____ or plus _____ equals adjusted ending retail book value.

- A) stock shortages at cost; stock overages at cost
- B) stock shortages at retail; stock overages at retail
- C) purchases; sales
- D) markdowns; markups

Answer: <https://biology-forums.com/index.php?topic=1822886>

Question 8

The use of PMs by manufacturers may result in channel conflict due to a retail salesperson's divided loyalty.

[true or false]

Answer: <https://biology-forums.com/index.php?topic=1823287>

Question 9

A long-term lease for an excellent retail location at a below market rental is an example of a retailer's _____.

- A) competitive advantage
- B) goodwill
- C) store positioning
- D) uncontrollable variables

Answer: <https://biology-forums.com/index.php?topic=1821709>

Question 10

Which compensation system is most appropriate for a pure order-taking position?

- A) compensation cafeteria
- B) PMs
- C) straight commission plan
- D) straight salary plan

Answer: <https://biology-forums.com/index.php?topic=1823244>

Question 11

In disguised building height, _____.

- A) climate-controlled entrances are used to increase interior visibility
- B) part of the store is beneath ground level
- C) all floors are at ground level or higher
- D) a store has no display windows

Answer: <https://biology-forums.com/index.php?topic=1823088>

Question 12

Which planned shopping center is most similar to the central business district?

- A) community shopping center
- B) neighborhood shopping center
- C) regional shopping center
- D) string

Answer: <https://biology-forums.com/index.php?topic=1822384>

Question 13

If a cost complement is 0.55, that means _____.

- A) a firm has a gross margin of 55 percent
- B) 55 cents of each retail sales dollar is made up of merchandise cost
- C) stock shortages are 45 percent of sales
- D) the cost of merchandise available for sale in a time period represents 55 percent of its retail value

Answer: <https://biology-forums.com/index.php?topic=1822917>

Question 14

A disadvantage to the use of frequent ordering in small quantities is the _____.

- A) loss of quantity discounts
- B) high investment costs
- C) high insurance costs
- D) high storage costs

Answer: <https://biology-forums.com/index.php?topic=1822783>

Question 15

The quick ratio measures a retailer's ability to _____.

- A) raise capital with a stock offering
- B) earn a satisfactory profit
- C) cover short-term debt
- D) control operating expenses

Answer: <https://biology-forums.com/index.php?topic=1822598>

Question 16

There are fewer regional shopping centers than community or neighborhood shopping centers.

[true or false]

Answer: <https://biology-forums.com/index.php?topic=1822422>

Question 17

Low-cost financing available from manufacturers for purchases of capital goods may lower the overall demand for _____ services.

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

Answer: <https://biology-forums.com/index.php?topic=1821487>

Question 18

An advantage of a Yellow Pages listing is the _____.

- A) free listing
- B) absence of clutter
- C) long medium life
- D) alphabetical listing that does not contain competing retailers in the same section

Answer: <https://biology-forums.com/index.php?topic=1823205>

Question 19

A retailer can become a _____ through low prices, specialized products, a large selection, and superb customer service.

- A) destination retailer
- B) relationship retailer
- C) parasite store
- D) value-based retailer

Answer: <https://biology-forums.com/index.php?topic=1821853>

Question 20

Membership clubs sell merchandise to both wholesale and final consumers.

[true or false]

Answer: <https://biology-forums.com/index.php?topic=1821937>