

PQ 105 MI - 1



UNIVERSITY OF MUMBAI  
K G JOSHI & N G BEDEKAR COLLEGE, THANE  
SEMESTER EXAM - 2016

Supervisor Signature:

Date: \_\_\_\_\_

Exam Seat No.

Time: 180 Minutes

FMCG & Retail - 1

Marks: 75

Note:

1. All questions are compulsory.
2. Rewriting, cancellation, overwriting not allowed & no marks will be given to such Answer.

Instructions

All questions are compulsory and carry 1 mark each. The assessment is for a total of 75 marks. Please read the questions carefully before answering and select only one correct option for each question.

1. Activities which are undertaken by people with the object of earning money are known as \_\_\_\_\_
  - a. Economic produce
  - b. Economic activities
  - c. Gross domestic product
  - d. Primary activities
2. The economy whose 50 per cent or more produce value comes from the tertiary sector is known as the service economy.
  - a. Private economy
  - b. Service economy
  - c. Business economy
  - d. All of the above

3. \_\_\_\_\_ refers to the activity which requires special knowledge and skill to be applied by an individual in his work to earn a living.
- Profession
  - Employment
  - Activities
  - Business
4. Examples of few public sector enterprises in India are
- The Coca-Cola India
  - Bharat Petroleum Corporation Limited
  - ICICI bank
  - HDFC bank
5. \_\_\_\_\_ refer to the activities which are connected with the production or purchase and sale of goods or services with the object of earning profit.
- Business activities
  - Secondary section
  - Business
  - Employment
6. \_\_\_\_\_ include those enterprises where the terms of employment are regular and therefore these persons working in these sector have assured work.
- Unorganised Sector
  - Organised Sector
  - Mixed Sector
  - A & C
7. The important social objectives of business are \_\_\_\_\_
- Profit making
  - Contribution to community development
  - Return maximization
  - Increase GDP
8. Public Sector Enterprises are run for the profit motive
- True
  - False
9. Secondary sector is rightly called the \_\_\_\_\_ which uses the produce of the primary sector as its raw materials.
- Tertiary sector
  - Primary sector
  - Manufacturing sector
  - A & B

10. Public enterprises are owned by Public
- True
  - False
11. An economy is called \_\_\_\_\_ if the share of its primary sector is 50 per cent or more in the total Gross Domestic Product of the economy.
- Gross domestic product
  - Agrarian
  - Industrialisation
  - All of the above
12. Rising incomes and improvements in infrastructure are enlarging consumer markets and accelerating the convergence of consumer tastes are one of the key growth drivers in India for retail sector.
- True
  - False
13. The retailer is an intermediary in the marketing channel because he is both \_\_\_\_\_, who sells to the last man to consume.
- Packer and consumer
  - Marketer and customer
  - Wholesalers and agent
  - Producer and manufacturer
14. Chitale Bandhu Mithaiwale the renowned sweets store in Pune operates through two exclusive outlets owned by the manufacturer comes under \_\_\_\_\_
- Product or Services categories of retail outlets
  - Ownership/ Independent retailer categories of retail outlets
  - Number of Outlets/ Branches categories of retail outlets
  - Chain store retailer categories of retail outlets
15. Retailing is India's largest industry, accounting for \_\_\_\_\_ per cent of the GDP (Gross Domestic Product) and 8 per cent of employment
- 14 to 15
  - 08 to 09
  - 16 to 17
  - 20 to 21
16. Manufacturer or a company undertakes the retailing activity. These outlets are owned and managed by the manufacturer.
- True
  - False

17. RFID - \_\_\_\_\_, the technology that uses radio waves to transmit a product's unique number from a tag to a reader.
- a) Radio Frequency Identification
  - b) Radio Franchise Identification
  - c) Radio Form Identification
  - d) Radio From India
18. Non-store Retailers – they do not require physical stores for retailing activities.
- a) True
  - b) False
19. FDI in Multi Brand retail implies that a retail store with a foreign investment can sell multiple brands under one roof.
- a) True
  - b) False
20. Durable or hard goods typically have a short life span, usually over a month and do not quickly wear out.
- a) True
  - b) False
21. Non-durable goods are the opposite of durable goods. These goods do not last a long time, are usually perishable and are quickly consumed.
- a) True
  - b) False
22. Personal care items – Products that are used for personal hygiene or beautification such as toiletries, cosmetics, colognes and deodorants.
- a) True
  - b) False
23. FMCG products can broadly be categorized into the \_\_\_\_\_ major segments based on the classification of industries.
- a) Four
  - b) Five
  - c) Three
  - d) Ten
24. FMPG – means \_\_\_\_\_
- a) Fast Moving Pharmaceutical Goods
  - b) First Move Product Goods
  - c) Finest Movable Product Goods
  - d) Fast Money Producing Goods

25. Food and beverages – Products that are edible and provide nutrition or are consumed as part of the culture such as Meat products, bakery products, processed foods, snacks, chocolates, tea, coffee, soft drinks and alcohol.
- a) True
  - b) False
26. Hindustan Unilever Limited is the Indian subsidiary of Unilever—one of the world's largest FMCG multinationals
- a) True
  - b) False
27. ITC came into existence in 1910 as International Tobacco Company of Asia. The company deals with different FMCG products apart from cigarettes, such as soaps and shampoos; packaged food like chips and pasta, cooking oil, etc
- a) True
  - b) False
28. More than 50% of India's current population is below the age of 25 and over 65% below the age of 35 with a median age of 26.5 years
- a) True
  - b) False
29. Dabur India deals with personal and health care products.
- a) True
  - b) False
30. China's labour cost is amongst the lowest in the world, after India.
- a) True
  - b) False
31. There are approximately 140 million retail stores in India, out of which 90 million are FMCG kirana stores.
- a) True
  - b) False
32. Consumer spending, also called \_\_\_\_\_, is the amount of money that households spend on goods and services in order to satisfy their needs.
- a) Country consumption or expenditure
  - b) Consumer consumption or expenditure
  - c) Customer capital expenditure
  - d) Capital consumer consumption

33. The process of manufacturing mainly encompasses.
- a) Designing the product
  - b) Selecting raw materials for the product
  - c) Deciding sequence of processes through which the product will be manufactured.
  - d) All of the above
34. Manufacturing is an important commercial activity performed by companies that sell products to customers.
- a) True
  - b) False
35. Industries can be classified as primary, secondary, or tertiary.
- a) True
  - b) False
36. Final products made by the manufacturing industries can be divided into two major classes: \_\_\_\_\_ and \_\_\_\_\_
- a) Retailer goods and Consumption goods
  - b) Consumer goods and Capital goods.
  - c) Manufactured goods and Consumer goods
  - d) Consumption goods and Warehousing goods
37. \_\_\_\_\_ is an industrial site, usually consisting of buildings and machinery, or more commonly a complex having several buildings, where workers manufacture goods or operate machines processing one product into another.
- a) Warehousing
  - b) Manufacturing plant
  - c) Godown
  - d) Commercial Hub
38. A warehouse building will \_\_\_\_\_
- a) Have a receiving department
  - b) A stores department
  - c) A shipping department and an office
  - d) All of the above
39. A warehouse is a commercial building for storage of goods. Three basic functions of a warehouse are: \_\_\_\_\_
- a) To safely keep the finished product,
  - b) To maintain some stock of every product sold by the company
  - c) And to prepare customer orders for shipment.
  - d) All of the above

40. An assembly line is a manufacturing process in which parts (usually interchangeable parts) are added to a product in a sequential manner to create a finished product much faster.
- a) True
  - b) False
41. Manual assembly is the most flexible assembly system, since humans are very "flexible and can easily adapt to perform new tasks.
- a) True
  - b) False
42. Under \_\_\_\_\_, machines and equipment's are arranged in one line depending upon the sequence of operations required for the product.
- a) Manufacturing or warehousing layout
  - b) Product or line layout
  - c) Backtracking or Deviation
  - d) Progress storage or Material handling.
43. A supply chain is a system of organizations, people, activities, information, and resources involved in moving a product or service from \_\_\_\_\_
- a) Retailer to Customer
  - b) Supplier to Customer
  - c) Manufacturer to Customer
  - d) Direct to Indirect
44. \_\_\_\_\_ transform natural resources, raw materials, and components into a finished product that is delivered to the end customer.
- a) Consumer driven activities
  - b) Supply chain activities
  - c) Customer – consumer activities
  - d) Manufacturer – buyer activities
45. The \_\_\_\_\_ relies on customer orders to move product through a logistics system.
- a) Back-approach
  - b) Push-approach
  - c) Pull- approach
  - d) Front-approach
46. The \_\_\_\_\_ uses inventory replenishment techniques in anticipation of demand to move products.
- a) Front approach
  - b) Down approach
  - c) Pull approach
  - d) Push approach

47. Each supply chain has its own unique set of patterns for the market demand and operating challenges and companies in supply chain must make decisions individually or collectively in these 5 major areas; namely \_\_\_\_\_
- a) Production, Inventory, Location, Transportation, Information
  - b) Sales, Marketing, Warehousing, Servicing, Sharing
48. Each supply chain has its own unique set of patterns for the market demand and operating challenges and companies in supply chain must make decisions individually or collectively in these \_\_\_\_\_ major areas
- a) Five
  - b) Four
  - c) Six
  - d) Two
49. The raw materials, work-in-process goods and completely finished goods that are considered to be the portion of a business's assets which are ready or will be ready for sale.
- a) Production
  - b) Sales - Marketing
  - c) Inventory
  - d) Warehousing
50. \_\_\_\_\_ represents one of the most important assets that most businesses possess, because the turnover of its represents one of the primary sources of revenue generation and subsequent earnings for the company.
- a) Supply Chain
  - b) Production
  - c) Inventory
  - d) Sales Management
51. A \_\_\_\_\_ is a commercial building for storage of goods
- a) Production
  - b) Sales
  - c) Marketing
  - d) Warehouse
52. \_\_\_\_\_ are used by manufacturers, importers, exporters, wholesalers, transport businesses, customs, etc
- a) Production
  - b) Selling Skills
  - c) Marketing Skills
  - d) Warehouses



53. \_\_\_\_\_ cover certain geographic area and sell through dealers and retailers operating in their area.
- a) Sole distributor
  - b) Partnership
  - c) Dual distributor
  - d) Area distributors
54. \_\_\_\_\_ they work on volumes of business with low margins of profit; their market penetration is low as they depend on their retailers.
- a) Partnership
  - b) Sole distributor
  - c) Dual distributor
  - d) Proprietorship
55. \_\_\_\_\_ is a person who buys product in bulk and again resells in bulk.
- a) Retailer
  - b) Wholesaler
  - c) Preseller
  - d) C & F
56. They sell the product to the retailers after receiving the goods from the manufacturers without paying for the goods. - \_\_\_\_\_
- a) Distributors
  - b) Middle man
  - c) Consignment Sale Stockists
  - d) C & F agents
57. \_\_\_\_\_ a group of consumers can buy directly from the manufacturers or the wholesalers in bulk and undertakes retailing for its members.
- a) Consumer Co-operatives
  - b) Customer Co-operatives
  - c) Retailer Co-operatives
  - d) Distributors Co-operatives
58. \_\_\_\_\_ is an impersonal form of retailing in which money or credit card operated machine provides products or services.
- a) Productive vending machine
  - b) Automatic vending machine
  - c) Cash vending machine
  - d) Selling vending machine

59. In logistics the vehicle picks-up the material from vendor (s) and delivers to the factory/customer(s). This needs to be planned if the vehicle has to pick up inventory in small quantity from various vendors, who are on the route:- is called as
- 
- a) Milk Run Model
  - b) Hub and Spoke Model
  - c) Low and High Model
  - d) One Level Model
60. \_\_\_\_\_ refers to treatment of the market as a homogenous group and offering the same marketing mix to all customers.
- a) Persuading marketing
  - b) Selling marketing
  - c) Mass marketing
  - d) Mini marketing
61. \_\_\_\_\_ group customers according to their lifestyle, Activities, interests, and opinions (AIO) surveys are one tool for measuring lifestyle.
- a) Demographic Segmentation
  - b) Psychographic Segmentation
  - c) Geographic Segmentation
  - d) Social logic Segmentation
62. A \_\_\_\_\_ is area of market consisting of select number of outlets which a sales person covers in a day.
- a) Journey
  - b) Travel
  - c) Meeting Point
  - d) Beat
63. \_\_\_\_\_ may be defined in terms of geographic or market segments, product or product lines, size of customer or by specific customers or prospects.
- a) Planning
  - b) Evaluation
  - c) Territories
  - d) Marketing
64. Working the market by following \_\_\_\_\_ steps of sales development call
- a) Nine
  - b) Seven
  - c) Eight
  - d) Four

65. The Complete Sales cycle is \_\_\_\_\_
- a) Start Market, During market , End market
  - b) Pre-Market, Market working, Post Market
  - c) Gate meeting, Conference meeting, Closed meeting
  - d) All of the above
66. Sales people should ensure that there is adequate \_\_\_\_\_ at the distributor's end.
- a) Stock availability
  - b) Electricity availability
  - c) Drinking water availability
  - d) Production availability
67. After Coming Back from the Market - Following are some of the steps the salesperson should take
- a) Reporting/Documentation
  - b) Evaluation
  - c) Supervisors Interventions
  - d) All of the above
68. \_\_\_\_\_ is the first key function to be understood in order to ensure smooth management of sales operation with respect to products
- a) Time management
  - b) Stock management
  - c) Plan management
  - d) Team management
69. \_\_\_\_\_ is a business model used by manufacturer to attract members of its distribution channel
- a) Retail value proposition
  - b) Channel value proposition
  - c) Sales value chain
  - d) Marketing value proposition
70. \_\_\_\_\_ model is used by The Coca-Cola Company to convert the effective execution into sales revenue and subsequently into profit.
- a) PITA
  - b) MATA
  - c) BETA
  - d) COLOJ-K

71. \_\_\_\_\_ is the means to communicate a store's fashion, value, products, and quality message to prospective customers so as to entice them to buy from the store on a sustainable basis.
- a) Point of Sales merchandising
  - b) Visual merchandising
  - c) POSM
  - d) PITA
72. \_\_\_\_\_ is a tool to achieve sales and targets to enhance merchandise on the floor, and a mechanism to communicate to the customer and influence his decisions to buy
- a) Visual Merchandising
  - b) Floor Merchandising
  - c) POSM
  - d) Point of Sales
73. Store atmosphere is a part of the retail image. It is also referred as \_\_\_\_\_
- a) Atmospherics
  - b) VM
  - c) Point of Sales
  - d) Merchandisers
74. A \_\_\_\_\_ is a display tactic, permanent or temporary, that a manufacturer and/or retailer create for placement at a retail location to gain product attention and often to deliver a promotional event
- a) Point-of sale merchandising
  - b) PITA
  - c) Impulse buy
  - d) Shelf Psychology
75. \_\_\_\_\_: Exclusive brands are displayed in the reserved areas in the supermarkets selling many reputed brands. A devoted space in shelves or gondolas carry particular brand.
- a) Atmospherics
  - b) Visual Merchandising
  - c) Gondolas
  - d) Brand Corners