

PQ 105M II-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 – 3

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. _____ is the study of how societies use insufficient resources to produce valuable commodities and distribute them among different segments of people within society.
 - a. Economics
 - b. Organized Sector
 - c. Tertiary Sector
 - d. Secondary Sector
2. _____ is rightly called the manufacturing sector which uses the produce of the primary sector as its raw materials.
 - a. Secondary Sector
 - b. Primary Sector
 - c. Tertiary Sector
 - d. Service Sector

Classified - Confidential

3. _____ consists of workers that receive regular salaries, compensations and other benefits including leaves and social security in the form of provident funds and gratuity.
 - a. Unorganised Sector or Unformal Sector
 - b. Service Sector or Tertiary Sector
 - c. Primary Sector or Secondary Sector
 - d. Organised Sector or formal sector
4. Fast moving consumer goods, otherwise also known as _____ are goods meant for frequent consumer consumption.
 - a. Fast Moving Consumer Durables
 - b. On The Counter
 - c. Consumer Packaged Goods
 - d. Fast Moving Pharmaceuticals Goods
5. When producers sell their product to the consumer directly, the distribution is said to be through _____.
 - a. Upside channels
 - b. Down side channels
 - c. Direct channels
 - d. Indirect channels
6. KPIs are also called business health indicators and the most fundamental KPIs are _____ metrics.
 - a. Marketing
 - b. Financial
 - c. Sales
 - d. SCM
7. What is KPI - _____
 - a. Known Performance Indications
 - b. Know-how Performance Indicators
 - c. Key Performance Indicator
 - d. Key Production Indicators
8. Store operations analysis supports and manages performance across all stores and locations, analyses the efficiency of sales management, and controls operations across different stores and locations.

- a. True
 - b. False
9. Customer analysis evaluates profitability by customer segment, demographic, region, seasonality and other factors so retailers can establish and sustain a positive customer relationship and anticipate customer needs.
- a. True
 - b. False
10. _____ information is integrated from numerous sources and presented in a unified view. When combined with powerful analytics and highly customisable personalised BI reporting, users can develop reports and analyse data for presentation, reporting, collaboration and problem solving.
- a. Entrepreneurship Integration
 - b. Enterprise Data Integration
 - c. Enterprise Resource Planning
 - d. Enterprise Data Planning
11. Financial and Operational Performance Management and Analysis enables financial performance and allows the organisation to establish and meet goals and track progress using a large volume of information, integrated from numerous enterprise systems and sources.
- a. True
 - b. False
12. _____ can be defined as the percentage of an industry or market's total sales that is earned by a particular company over a specified time period.
- a. Investors
 - b. Market Share
 - c. Market Penetration
 - d. Availability
13. _____ is the units sold by a particular company as a percentage of total market sales, measured in the same units
- a. Unit Market Share
 - b. Total Market Unit
 - c. Market Capitalization
 - d. Market Penetration

14. _____ is a Latin prepositional phrase which means 'by heads' or 'for each head', that is per individual or person.
- FMCG
 - Per Capita Consumption
 - Market Consumption
 - Individual Consumption
15. Per capita is a Latin prepositional phrase which means 'by heads' or 'for each head', that is per individual or person.
- True
 - False
16. Product "A" is sold at 80 outlets of the 110 outlets in an area. This month 7200 units of the product were sold in the area.
- So Volume from the Outlets: - 7200
- No of Outlets: - 80
- Calculate VPO _____ ?
- 576000 Units
 - 7120 Units
 - 90 Units
 - 7280 Units
17. What do you mean by ACV _____ ?
- All Calling Volume
 - All Cold Volume
 - All Commodity Volume
 - All Common Value
18. As the word 'forecasting' suggests, it deals with things, numbers, processes that will happen in foreseeable future
- True
 - False
19. In retail management, forecasting serves to predict and meet the demands of consumers in retail establishments while controlling pricing and inventory.
- True
 - False

20. Causal forecasting methods are based on the assumption that the variable used for forecasting has a cause-effect relationship with one or more other variables.
- True
 - False
21. _____ methods can be used when quantifiable past information about the variable being forecast is available and it is reasonable to assume that the pattern of the past will continue into the future
- Qualitative forecasting
 - Quantitative forecasting
 - Expert forecasting
 - Technical forecasting
22. _____ are reductions to a basic price of goods or services. They can occur anywhere in the distribution channel, modifying either the manufacturer's list price, the retail, or the list price.
- Sales and Distributions
 - Marketing and Promotions
 - Channels and Sub-channels
 - Discounts and allowances
23. Demand reflects the willingness of a consumer to purchase a good or service. Market demand reflects the willingness of all consumers within a given market to purchase a good or service.
- True
 - False
24. These are price reductions given when an order is placed in a slack period (example: purchasing fans and coolers in winters or purchasing woollens in summers)
- Payment based discount
 - Special based discount
 - Seasonal based discount
 - Trade based discounts
25. The most common profitability ratio for any business is its _____
- Return On Investment
 - Profitability
 - Marketing

- d. Sales Team
26. _____ is the number of times the average inventory is converted into sales during the year.
- a. Sales Turnover
 - b. Inventory Turnover
 - c. Work in Progress Turnover
 - d. Trade Turnover
27. The difference between the selling price and the cost is the _____
- a. Markup
 - b. Revenue
 - c. Loss
 - d. Sales
28. Ethical behavior is a matter of choice and is reflected in behavior even in minor aspects and every day decisions such as following traffic rules, dealing with people in a fair manner.
- a. True
 - b. False
29. In simple words, _____ can be defined as presenting 'an appropriate marketing mix (of product, price, place and promotion) that is aimed at a specific target market'.
- a. Sales strategy
 - b. Marketing strategy
 - c. Promotional strategy
 - d. Advertisement strategy
30. _____ involves more than just collecting information. The information has to be collected, interpreted, and the results communicated to the decision makers.
- a. Sales research
 - b. Marketing research
 - c. Promotional research
 - d. Segmentation research

31. _____ is collected both from internal and external sources.
- a. Segment data
 - b. Government data
 - c. Marketing data
 - d. Sales data
32. _____ is used at three levels of decision making in an organization they are Operational, Tactical and Strategic.
- a. Sales & Marketing
 - b. Route To Market
 - c. Information
 - d. Segmentation
33. Information is used at three levels of decision making in an organization they are Operational, Tactical and Strategic.
- a. True
 - b. False
34. Analytics often involves studying past historical data to research potential trends, to analyze the effects of certain decisions or events, or to evaluate the performance of a given tool or scenario.
- a. True
 - b. False
35. _____ is the analysis of large data sets by a computer program to identify patterns that exist within the data.
- a. Processes
 - b. Data mining
 - c. Designing
 - d. Strategic
36. A _____, who has to solve a problem of poor lead generation in one region, or deciding the future focus of a marketing campaign, needs the raw data processed into a marketing report.
- a. Marketing Manager
 - b. Production Manager
 - c. Finance Manager
 - d. IT Manager

37. _____ enable a manager to track how much time the sales force is spending on different sales activities.
- Channel Reports
 - Sales Reports
 - External Reports
 - Overall Reports
38. What is SKU: - _____ ?
- Skimming Unit
 - Stock Keeping Unit
 - Sales Keeping Unit
 - Stock Keeper Unit
39. _____ the market means grouping together customers with similar needs and characteristics, and customers who respond in similar ways to the organization's products or services.
- Approaching
 - Segmenting
 - Channelizing
 - Selling
40. Availability Standards specify how many and in what combination each of its products have to be made available at any given outlet (by type)
- True
 - False
41. Asking rate is the numbers that remain to be achieved from a set target figure.
- True
 - False
42. The _____ where it was recognised that the product may not sell itself- it would need to be thrust at the customers to encourage them to acquire it
- Selling concept
 - Product concept
 - Marketing concept
 - Societal concept

43. The _____ where it was believed that creating a good product and pricing it right was the method of automatically generating sales.
- a. Segmentation concept
 - b. Product concept
 - c. Market concept
 - d. Sales concept
44. First, Kodak try to ignore the new technology hoping it would go away by itself.
- a. True
 - b. False
45. What is PLC _____?
- a. Product Life Cycle
 - b. Payment Life Cycle
 - c. Paid Life Cycle
 - d. Promotional League Cycle
46. In PLC, in the introduction phase, the doors open to the competitor's customers.
- a. True
 - b. False
47. There are _____ most commonly understood elements of the marketing plan
- a. Seven
 - b. Six
 - c. Ten
 - d. Nine
48. Portfolio analysis helps to decide which of these products and services should be emphasized and which should be phased out, based on objective criteria.
- a. True
 - b. False
49. As per Boston Consulting Group approach, Dogs might be eliminated or sold— unless they can be revitalized.
- a. True
 - b. False

50. Geographic segmentation is based on detailed information about the type of household in particular geographic area or location.
- Demographic
 - Geographic
 - Behavioral
 - Psychographic
51. _____ segmentation includes segmentation based on life-stage analysis, age, gender, income and social class.
- Demographic
 - Geographic
 - Psychographic
 - Behavioral
52. Full market coverage involves serving all customer groups with all the products that they might need. Only large firms can undertake a full market coverage strategy.
- True
 - False
53. Sales is the life blood of a business, irrespective of whether it is a product manufacturing company, a services company or just a consultancy.
- True
 - False
54. As sales is made to individuals whether in the B2B mode or the B2C mode, this _____ for selling takes on particular significance.
- Coordination
 - Communication
 - Collaboration
 - Co-operation
55. The last skill to develop is that of questioning. The question determines the answer-often revealing the customer's intention to buy.
- True
 - False

56. A _____ must have above average conversational skills to engage a customer and bring in the point of sale.
- Sales representative
 - Customer
 - Retailer
 - Distributor
57. A sales representative must have above average conversational skills to engage a customer and bring in the point of sale.
- True
 - False
58. AIDA stands for _____
- Attention Interest Desire Action
 - Awakening Involve Demarcate Acquire
 - Assemble Input Duty bound Accomplish
 - Awareness Involve Doable Action
59. The ability to _____ and resolve disputes—not only with customers, suppliers and partners but also internally—is a fundamental skill for success in business.
- Sales
 - Negotiate
 - Market
 - Aware
60. BATNA which is the Best Alternative to a Negotiated Alternative.
- True
 - False
61. The PJP is the territory manager's handbook-the place where he keeps all information regarding field movement from the field agent upwards to the territory manager-whose responsibility it is to create, deploy and track _____ all sales executives in the field.
- Pertaining Journey Plan
 - Process Jogging Plan
 - Permanent Journey Plan
 - Prior Junk Plan

62. _____ is an index based on statistical facts and priorities.
- Permanent Journey Plan
 - Time – Table Plan
 - Compatible Plan
 - Harmonious Plan
63. _____ is the systematic process by which an agency involves its employees, as individuals and members of a group, in improving organizational effectiveness in the accomplishment of the organizational mission and goals.
- Designing management
 - Performance management
 - Lay out management
 - Company Objective
64. _____ is also seen as a holistic process of people management in which the primary objective is the establishment of a culture in which individuals and groups take responsibility for the achievement of high levels of organizational performance through enhancement and full utilization of their own skills, behavior and contributions.
- Formatting management
 - Constructing management
 - Performance management
 - People management
65. A number of growing businesses from fast food to e-commerce portals, all depend upon the efficiency of the _____
- Retail Partners
 - Small Point Delivery Partners
 - Business Partners
 - Hub-n-Spoke Partners
66. The role of _____ gains importance in the present and emerging FMCG business scenario and it is absolutely essential to have trusted partners in point delivery.
- Small Point Delivery Partner
 - Retail Partners
 - Business Partners
 - Hub-n-Spoke Partners

67. _____ is a way that guarantees that the route is planned for the fastest and most-efficient way possible.
- a. Delivery Pattern
 - b. Route planning
 - c. Transport Planning
 - d. Sales Planning
68. Technology has stepped in and a number of methods have been introduced for efficient route planning and streamlining the tasks to be performed.
- a. True
 - b. False
69. There are various models of small point distribution; however the _____ distribution is the most frequently used model.
- a. C & FA
 - b. Customs
 - c. Hub Spoke
 - d. Road Net
70. DAS stands for _____
- a. Distributor Automated System
 - b. Device Automated Service
 - c. Digital Automatic System
 - d. Dealers Automated Service
71. To avoid Sales Generating Assets (SGAs) helps the retailer in showcasing the products and generating more sales.
- a. True
 - b. False
72. Secured displays for expensive items, coolers and freezers fall in this category of _____.
- a. SGA
 - b. PITA
 - c. AIDA
 - d. MATA

73. Usually, _____ are installed as per the installation and safety guidelines by the company approved vendors identified for such installation.
- a. Points
 - b. Assets
 - c. Plugging
 - d. Displays
74. _____ are commonly used by individual commercial entities to monitor, measure, and control their electrical loads.
- a. Energy Management System
 - b. Enable Manager Support
 - c. Engage Management System
 - d. Evolving Management System
75. _____ is built into coolers so that they cannot be moved from one place to another without the knowledge of the owner.
- a. Command Tracking Support
 - b. Coolers Tracking System
 - c. Common Devise System
 - d. Cold Merchandise System