

4. ----- plays important role in the store.
 - a. Light
 - b. Decor
 - c. Flash
 - d. None of these
5. Retailing means to break the ----- .
 - a. Bulk
 - b. share
 - c. shelf
 - D. None of these
6. CRM is not a ----- programme.
 - a. computer
 - b. effective
 - c. Digital
 - d. Design
7. Retailing is the last stage in the process of _____.
 - a. Production
 - b. Distribution
 - c. Storage
 - d. Supply Chain
8. The full form of AMUL is _____.
 - a. Aniket Milk Union Limited
 - b. Amit Milk Union Limited
 - c. Anand Milk Union Limited
 - d. Anna Milk Union Limited
9. McDonald uses bright lights in the store to keep the customers in _____ spirits.
 - a. High
 - b. Fresh
 - c. Low
 - d. Glowing
10. Marketing practices can be traced back as far as _____ BC.
 - a. 8000
 - b. 6000
 - c. 7000
 - d. 5000
11. Supply chain management involves _____.
 - a. Procuring the right inputs
 - b. Efficiently converting inputs in finished production
 - c. Dispatching the finished products to final destination
 - d. All of these
12. A _____ is someone whom you believe may be persuaded to do business with you.
 - a. Partner
 - b Client
 - c. Prospect
 - d. Purchaser
