

# QB365 Question Bank Software Study Materials

## Retailing 50 Important 1 Marks Questions With Answers (Book Back and Creative)

11th Standard

Commerce

Total Marks : 50

### Multiple Choice Question

50 x 1 = 50

- 1) Retailers deal in \_\_\_\_\_ quantity of goods.  
**(a) Small** (b) Large (c) Medium (d) Limited
- 2) Small scale fixed retailers include \_\_\_\_\_  
**(a) General stores** (b) Pedlars (c) Cheap Jacks (d) Hawkers
- 3) Small shops which deal in a particular line of products are called as \_\_\_\_\_.  
(a) Market Traders **(b) Single line stores** (c) Sugar Market (d) Street stalls
- 4) \_\_\_\_\_ are mobile traders who deal in low priced articles with no fixed place of business.  
(a) Shopping mall (b) Super Markets (c) Street Stalls **(d) Itinerant traders**
- 5) A number of identical retail shops situated at different localities in the city or in the different parts of the country is called \_\_\_\_\_.  
(a) Consumer Co-operative store **(b) Multiple Shop** (c) Hire purchase System (d) Internet Shopping
- 6) It is a retail organisation owned, managed and controlled by the consumer themselves \_\_\_\_\_.  
(a) Multiple shop (b) Departmental Stores **(c) Consumer co-operative stores** (d) Mail order business
- 7) The risk of bad debts in this business is eliminated particularly when payment is received through VPP \_\_\_\_\_.  
(a) Departmental Store (b) Co-operative Store (c) Super Market **(d) Mail order business**
- 8) The minimum number of persons required to start a consumer Co-operative Society is \_\_\_\_\_.  
(a) 50 (b) 60 (c) 100 **(d) 25**
- 9) Centralised purchasing and Decentralised selling is the feature of \_\_\_\_\_.  
(a) Departmental Stores **(b) Multiple Shops** (c) Mail order Business (d) None
- 10) Which of the following does not come under Itinerant traders?  
(a) Peddlers and Hawkers (b) Street Traders (c) Cheap Jacks **(d) Speciality Stores**
- 11) Which of the following is correctly matched?  
(a) Multiple Shops - Amazon **(b) Departmental Stores - Spencer Plaza** (c) Shopping Malls - Bata Showroom  
(d) Online Shopping - Forum Mall. Chennai
- 12) The other name for Itinerant trader is \_\_\_\_\_.  
**(a) Mobile Trader** (b) Peddlers (c) Hawkers (d) Market Traders
- 13) The retailers who have independent shops of temporary nature is known as \_\_\_\_\_.  
(a) Mobile Trader (b) Peddlers **(c) Cheap Jacks** (d) Market Traders
- 14) The process of paying the price amount of a product not on initially but in instalments is known as \_\_\_\_\_.  
(a) Loan (b) Hire Purchase **(c) deferred payment system** (d) Credit system

- 15) In retailing there is a direct interaction with\_\_\_\_\_.
- (a) Producer (b) Wholesaler (c) Consumer **(d) All of these**
- 16) Retailing creates\_\_\_\_\_
- (a) Ownership Utility (b) Place Utility (c) Time Utility **(d) All the above**
- 17) \_\_\_\_\_is a key task of large and small retailers.
- (a) Risk management (b) Stock management (c) Crisis management **(d) All the above**
- 18) Retailing is a marketing function which\_\_\_\_\_.
- (a) sells products to other sellers (b) sells products to a company that resells them  
**(c) sells products to final consumers** (d) sells products for one's own use
- 19) Retailer is a person who sells the goods in a\_\_\_\_\_.
- (a) Large quantities (b) Small quantities **(c) both (a) & (b)** (d) None of the above
- 20) .....is a network of a number of branches situated at different localities in the city or in the different parts of the country.
- (a) Consumer's co-operative store **(b) Multiple shop** (c) Hire purchase system (d) Internet marketing
- 21) The aim is to economies by buying-in common and to retain their profits by selling in common .....
- (a) Consumer's co-operative store** (b) Web marketing (c) Multiple shop (d) Teleshopping
- 22) Retailing on ..... scale brings economies of bulk purchase, advertising, sales, overhead expenses, etc
- (a) small **(b) large** (c) itinerant (d) None of the above
- 23) The first kind of departmental store is in..... Paris.
- (a) 'Bon Marche'** (b) 'Louvre' (c) 'Harrods and selfridges' (d) 'Higginbothams'
- 24) .....offers the widest choice of variety under one roof.
- (a) Departmental store** (b) Multiple shops (c) Consumer Co-operative store (d) Hire-purchase system
- 25) A number of retail stores selling similar products is called ..... in Europe
- (a) mail order business **(b) multiple shop** (c) departmental store (d) instalment shoppy
- 26) .....are generally organised and managed in the form of a joint stock company.
- (a) Multiple shop** (b) Mail order business (c) Consumer's co-operative society (d) Hire-purchase system
- 27) According to E. Thomas multiple shop is one of a chain of similar shops owned and controlled by .....
- (a) two business firms (b) many business groups (c) various business groups **(d) single business firm**
- 28) Under multiple shop system, all sales are on ..... basis.
- (a) cash** (b) credit (c) credit card (d) V.P.P
- 29) All the branches of a multiple shop have ..... appearance.
- (a) different (b) dissimilar **(c) uniform** (d) contrary
- 30) In multiple shop organisation, the purchases are carried on by .....
- (a) managing director **(b) head office** (c) board of directors (d) managing department
- 31) .....is a retail business owned and operated by ultimate consumers.
- (a) Multiple shop (b) Departmental store **(c) Consumer's co-operative store** (d) Speciality shop
- 32) The profit in a co-operative consumer store is divided in the form of .....

- (a) dividend (b) premium (c) bonus **(d) dividend and bonus**
- 33) In case of default in payment of installment, the seller can seize the article from the buyer in .....system  
**(a) hire-purchase** (b) deferred payment (c) installment (d) co-operative
- 34) The mail-order business houses receive orders from the public through .....  
(a) television advertisements **(b) post** (c) internet (d) bank
- 35) The ownership does not pass on to the buyer until he pays last installment under .....system  
**(a) hire-purchase system** (b) installment system (c) consumer's co-operative store (d) chain shops
- 36) The itinerant trader are also called \_\_\_\_\_  
(a) street stalls **(b) mobile trader** (c) cheap jacks (d) super market
- 37) The multiple shops are called as \_\_\_\_\_ in USA  
**(a) chain stores** (b) departmental stores (c) super market (d) co-operatives
- 38) Atleast \_\_\_\_\_ persons needed to start co-operative societies.  
(a) 7 (b) 10 **(c) 25** (d) 50
- 39) The instalment systems are also called as \_\_\_\_\_system.  
(a) single payment (b) easy payment (c) down payment **(d) deffered payment**
- 40) \_\_\_\_\_ are pretty retailer who sell their goods at various place.  
(a) Peddlers **(b) Hawkers** (c) Cheap jacks (d) Street traders
- 41) \_\_\_\_\_ retailers who maintain permanent establishment to sell their goods.  
**(a) Fixed shop** (b) Peddlers (c) Market traders (d) Hawkers
- 42) From the following which one is non mobile  
(a) Peddlers and Hawkers (b) Street vendors (c) Cheap jacks **(d) Second shops**
- 43) A number of retail stores selling products is called \_\_\_\_\_ in Europe.  
**(a) Multiple shop** (b) Mail order business (c) Departmental store (d) Teleshopping
- 44) \_\_\_\_\_ store makes buying pleasant by providing rest rooms restaurants telephone booth, etc.  
**(a) Departmental stores** (b) Multiple shop (c) Consumer Co-operative stores (d) Mail order houses
- 45) \_\_\_\_\_ a large retail store selling a wide variety of consumer goods.  
(a) Multiple shop **(b) Supermarket** (c) Co-operative stores (d) Hire purchase system
- 46) A consumer's co-operative store is a \_\_\_\_\_ association of consumers.  
(a) compulsory (b) lawful **(c) voluntary** (d) agreed
- 47) The management of the consumer co-operative store is \_\_\_\_\_  
**(a) Democratic** (b) Autonomous (c) Both (d) None of these
- 48) Match list I with list II and select the correct answer using the codes given below.

Chain stores	Shopping malls
Super market	Automatic vending machines
Aavin Dairy milk	The Nilgiris
Forum	Bata

(a)	(b)	(c)	(d)
i)ii)iii)iv)	<b>i)ii)iii)iv)</b>	i)ii)iii)iv)	i)ii)iii)iv)
1 2 3 4	<b>4 3 2 1</b>	4 2 3 1	1 3 4 2

49) Point out the wrong statement in the following.

- (a) In hire purchase system buyer cannot become the owner until the last payment is made
- (b) Instalment system buyer becomes the owner after the payment of the first instalment
- (c) In departmental stores credit sales are allowed so bad debts are avoidable**
- (d) Multiple shops follows the principle of 'cash and carry system'

50) Match the following:

(1) Itinerant Traders	(i) General stores
(2) Fixed shop small retailers	(ii) Micromax informatics
(3) Fixed shop large retailers	(iii) Street traders
(4) Multinational Company	(iv) Chain stores

(a)	(b)	(c)	(d)
1 2 3 4	1 2 3 4	<b>1 2 3 4</b>	1 2 3 4
(ii)(iii)(iv)(i)	(iv)(iii)(i)(ii)	<b>(iii)(i)(iv)(ii)</b>	(iii)(iv)(i)(ii)