Class XI (Semester 1)

RETAIL STORE & E-COMMERCE ASSOCIATE (RSE1)

Time Allowed:

Full Marks: 20

Answers can be written in English or Bengali or Hindi or Nepali only.

Multiple Choice Questions (Each Question carries One Mark)

NATURE AND PRINCIPLES OF RETAILING (Question No. 1 - 7)

1 retai	l business acts as a universal supplier of a wide variety of products.	
(i) Departmental Store	(ii) Multiple Shops	
(iii) Mail Order Business	(iv) Tele-shopping Answer	
2. Wholesalers deal in	quantity of goods.	
(i) Small	(ii) Limited	
(iii) Large	(iv) Medium	
3. Identify the most impo	rtant types of retail stores	
(a) Convenience Store (b) Direct Selling Store		
(c) Departmental Store	(d) Superstore	
Choose the Correct answer from the options given below		
(i) a, b and c only		
(ii) a, c and d only		
(iii) b, c and d only		
(iv) a, b and d only.		
4. Pavement Vendors are	categorised as -	
(i) Unorganized Retailing	(ii) Organized Retiling	
(iii) Mixed Retailing	(iv) Warehouse Clubs	
5. Retail comes from the	French word -	
(i) Retuiller	(ii) Retaaail	
(iii) Retaillier	(iv) Retteeler	
6. MRP stands for -		
(i) Minimum Retail Price	(ii) Maximum Retail Price	
(iii) Minimum Rate of Pr	ofit (iv) Maximum Rate of Profit	

7. Which of the following statements about retail marketing is true?

(i) sells products to other businesses (ii) sells products to a company that resells them

(iii) sells products to final consumers (iv) sells products for one's own use

INVENTORY MANAGEMENT (Question No. 8 - 15)

8. One of the important basic objectives of Inventory management is

(i) to calculate EOQ for all materials in the organisation.

(ii) to go in person to the market and purchase the materials

(iii) to employ the available capital efficiently to yield maximum results

(iv) once materials are issued to the departments, personally check how they are used

9. The term Maximum level represents -

(i) The maximum stock level indicates the maximum quantity of an item of material which can be held in stock at any time.

(ii) The maximum stock level indicates the maximum quantity of an item of material which cannot be held in stock at any time.

(iii) The average stock level indicates the maximum quantity of an item of material which can be held in stock at any time.

(iv) The available stock level indicates the maximum quantity of an item of material which can be held in stock at any time.

10. Which of the following is not a	an inventory?
(i) Consumable tools	(ii) Machines
(iii) Raw material	(iv) Finished products

11. Insurance charges of materials cost fall under -

(i) Ordering cost	(ii) Inventory carrying cost
(iii) Stockout cost	(iv) Procurement cost

12. As the order quantity increases, which cost will be reduced?

(i) Ordering cost	(ii) Insurance cost

(iii) Inventory carrying cost (iv) Stock out cos

13. At EOQ -

(i) Annual purchase cost = Annual ordering cost

(ii) Annual ordering cost = Annual carrying cost

(ii) Annual carrying cost = annual shortage cost

(iv) Annual shortage cost = Annual purchase cost

14. Which of the following increases with the quantity ordered per order?

(i) Carrying cost (ii) Ordering cost

(iii) Purchase cost (iv) Demand

15. Inventory should be valued at -

(i) Historical Cost

(ii) At Market Price

(iii) At Net Realisable value

(iv) At Historical Cost or Net Realisable value, whichever is lower

INTRODUCTION TO E-COMMERCE (Question No. 16 - 20)

16. Under what method payment is made at the time of physical delivery of goods?

(i) Cash on Delivery	(ii) Debit Card Payment
(iii) Credit Card Payment	(iv) Prepaid Amount

17. E-commerce has	scope than E-Business or Digital Business.
(i) Higher	(ii) Narrower
(iii)Wider	(iv) More

18. Which e-commerce model involves the sale of goods or services from businesses to the general public?

(i) Business-to-Business (B2B)	(ii) Business-to-Government (B2G)
(iii) Consumer-to-Business (C2B)	(iv) Business-to-Consumer (B2C)

19. e-commerce does not include -

(i) A business's interactions with its customers.

(ii) Interactions among the various departments within the business.

(iii) A business's interactions with its suppliers.

(iv) Interactions among the geographically dispersed units of the business.

20. Both buyers and sellers are customers under type of e-business transaction.

(i) C2C Commerce (ii) B2C Commerce

(iii) C2B Commerce (iv) B2B Commerce

ANSWER KEYS

Question No.	Answer Key	
1	(i) Departmental Store	
2	(iii) Large	
3	(ii) a, c and d only	
4	(i) Unorganized Retailing	
5	(iii) Retaillier	
6	(ii) Maximum Retail Price	
7	(iii) Sells products to final consumers	
8	(iii) to employ the available capital efficiently to yield maximum results	
9	(ii) The maximum stock level indicates the maximum quantity of an item of material	
which cannot be held in stock at any time.		
10	(ii) Machines	
11	(ii) Inventory Carrying Cost	
12	(i) Ordering Cost	
13	(ii) Annual Ordering Cost = Annual Carrying Cost	
14	(i) Carrying Cost	
15	(iv) At Historical Cost or Net Realisable Value, whichever is lower	
16	(i) Cash on Delivery	
17	(ii) Narrower	
18	(iv) Business-to-Consumer (B2C)	
19	(ii) Interactions among the various departments within the business	
20	(i) C2C Commerce	