

RETAILING 101 QUIZ

Click on each topic below to take a quiz on that section.



- 1** Marketing is the simple process of advertising and selling a product or service.
- 2** Which of the following steps should you take to ensure your business will survive and grow in the future?
- 3** A marketing plan includes specific steps for your business to take to better reach and serve your market, as well as ways to measure if those steps are working.
- 4** Which of the following does a market study do for your business?
- 5** Market segmenting is important because:

GRADE YOURSELF: How many questions did you answer correctly?
5: You're an Expert! 3-4: You're On Your Way. 1-2: Keep Trying.

1 How do you calculate inventory turns?

2 What does GMROI tell you?

3 Which of these should you consider adding when merchandising a new display?

4 What does a working display do?

5 The first step to expense control is to:

GRADE YOURSELF: How many questions did you answer correctly?

5: You're an Expert!

3-4: You're On Your Way.

1-2: Keep Trying.

