18 Lecture - CS504

Important Mcqs

Q: What type of business is Connie's Convenience Store? a) Restaurant b) Supermarket c) Retail Store d) Clothing Boutique **Solution: c) Retail Store** **Q: What challenges did Connie's Convenience Store face?** a) Declining sales and profits b) Overstocked inventory c) Lack of parking space d) Increased competition **Solution: a) Declining sales and profits** **Q: What strategies did Connie implement to attract more customers?** a) Offering free home delivery b) Increasing product prices c) Expanding the store's floor area d) Reducing product variety **Solution: a) Offering free home delivery** **Q: How did Connie address the overstocked inventory issue?** a) Offering clearance sales b) Expanding the product range c) Reducing store opening hours d) Implementing stricter return policies **Solution: a) Offering clearance sales** **Q: What impact did the implementation of home delivery have on the store's sales?** a) Decreased sales b) No significant impact c) Increased sales d) Home delivery was not implemented **Solution: c) Increased sales** **Q: What role did technology play in the improvement of Connie's store operations?** a) It led to a decrease in customer satisfaction. b) It enabled better inventory management. c) It resulted in higher product prices. d) Technology was not utilized. **Solution: b) It enabled better inventory management.** **Q: What measures did Connie take to retain customer loyalty?** a) Offering discount coupons to new customers only b) Improving customer service and staff training c) Increasing product prices to accommodate loyalty rewards d) Offering loyalty rewards only to long-time customers **Solution: b) Improving customer service and staff training** **Q: How did Connie handle the competition from larger supermarkets?** a) Decreasing product variety to lower prices b) Implementing loyalty programs for selected customers c) Focusing on unique products and personalized service d) Closing the store during peak hours **Solution: c) Focusing on unique products and personalized service** **Q: What was the impact of Connie's customer service improvements?** a) No noticeable change in customer satisfaction b) Decreased customer satisfaction c) Increased customer satisfaction and loyalty d) Customer service improvements were not implemented **Solution: c) Increased customer satisfaction and loyalty** **Q: What important lesson can be learned from Connie's Convenience Store case study?** a) Home delivery services are not effective in increasing sales. b) Personalized service and unique products help in staying competitive. c) Reducing product variety leads to better inventory management. d) Technology is not essential for retail store success. **Solution: b) Personalized service and unique products help in staying competitive.**