

1. The sales management video featured a key account rep for:
 - a. Nike
 - b. New Balance
 - c. Reebok
 - d. None of the above

2. Coupon redemption rates in the U.S. are around:
 - a. 20 percent
 - b. 10 percent
 - c. 1-2 percent
 - d. There are no estimates of these rates

3. A majority of trade promotions are “passed along” to consumers in the form of lower prices.
 - a. True
 - b. False

4. An example of a “specialty” retailer is:
 - a. Dillard’s
 - b. Target
 - c. Kohl’s
 - d. The Gap

5. According to the text, the product category with the most (\$) online sales is:
 - a. Books
 - b. Autos
 - c. Travel Services
 - d. Clothing

6. When sales agents are used in place of a company sales force:
 - a. Costs are almost always lower
 - b. Costs are mostly/all variable
 - c. The agents are likely incompetent
 - d. All of the above

7. An example of a “power” or “category killer” retailer is:
 - a. Dillard’s
 - b. Trader Joe’s
 - c. Staples
 - d. Kohl’s

8. Retailing store formats currently show the following patterns:
 - a. Department stores are getting larger (sq ft)
 - b. Supermarkets are getting larger (sq ft)
 - c. Discounters use several store formats
 - d. Two of the above