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