MAR 3231  
Retail Quiz

1. Which of the following companies is a retailer: 
   (a) McDonalds, (b) Holiday Inn, (c) Macy’s, (d) Apple (e) all are retailers

2. What is the annual compensation of the local Wal-Mart Supercenter store manager (note his is 34 years of age and has been receiving the same compensation for four years): 
   (a) Under $49,999, (b) $50,000 to $89,999, (c) $90,000 to $149,999, (e) over $150,000

3. Which of the following products/concepts was initiated or developed by retailer buyers: 
   (a) Tea bags (b) Panty Hose (c) Rudolph the Red Nose Reindeer  
   (d) Establishing Thanksgiving on the third Thursday of November  
   (e) All of these products/concepts were developed/initiated by retailers

4. What is the largest company in the world in terms of number of employees? 
   (a) Wal-Mart (b) General Electric (c) IBM (d) Exxon Mobile (e) Mitsubishi

5. What is the largest industry in the state of Florida? 
   (a) retailing (b) agriculture (c) tourism (d) manufacturing (e) education 
   retailing is #2

6. What is the most popular tourist attraction 
   (a) Disney Magic Kingdom-Orlando (b) National Mall Washington DC, (c) Sawgrass Mills-Hollywood Fl  
   (d) Grand Canyon, (e) Disneyland Park Anaheim California

7. Which of the following retailers is owned by a Japanese company: 
   (a) Food Lion (b) Crate and Barrel (c) 7 Eleven (d) Abercrombie & Fitch (e) none of these companies

8. What country has the most efficient retail structure (lowest cost to offer merchandise in local stores): 
   (a) Japan (b) U.S. (c) South Korea (d) France (e) Germany

9. What percentage of total retailer sales in the U.S. are made over the Internet: 
   (a) 21% (b) 17% (c) 13% (d) 7% (e) 1%

10. What percent of the U.S. workforce are employed by retailers selling products? 
    (a) 10% (b) 17% (c) 22% (d) 43% (e) 62%
11. (tie Breaker) What percent of retail sales in the U.S. are made over the Internet?

7%