1. A good retailer will try to be
   1. All things to all people
   2. All things to some people
   3. Some things to some people
   4. Some things to all people
2. Which of the following is an inaccurate description regarding the distribution process?
   1. Manufacturer retailer wholesaler customer
   2. Online retailer Manufacturer customer
   3. Manufacturer retail distribution center retailer customer
   4. Manufacturer wholesaler retailer customer
3. The person who makes quick purchase decisions. These purchases are often fairly inexpensive items and don’t have a high importance.
   1. Innovative Customer
   2. Diverse Shopper
   3. Impulse Buyer
   4. Recreational Shopper

4. Your ultimate goal as a sales associate is to:

* 1. Meet your quota each month
  2. Provide service to as many customers as you can
  3. Satisfy the customer

5. Creating customer loyalty is rewarding for:

a. The store

b. The sales associate

c. The customer

d. All of the above

6. Brand loyal customers:

a. Always purchase from the same store

b. Ask for a particular make by name

c. Either of the above