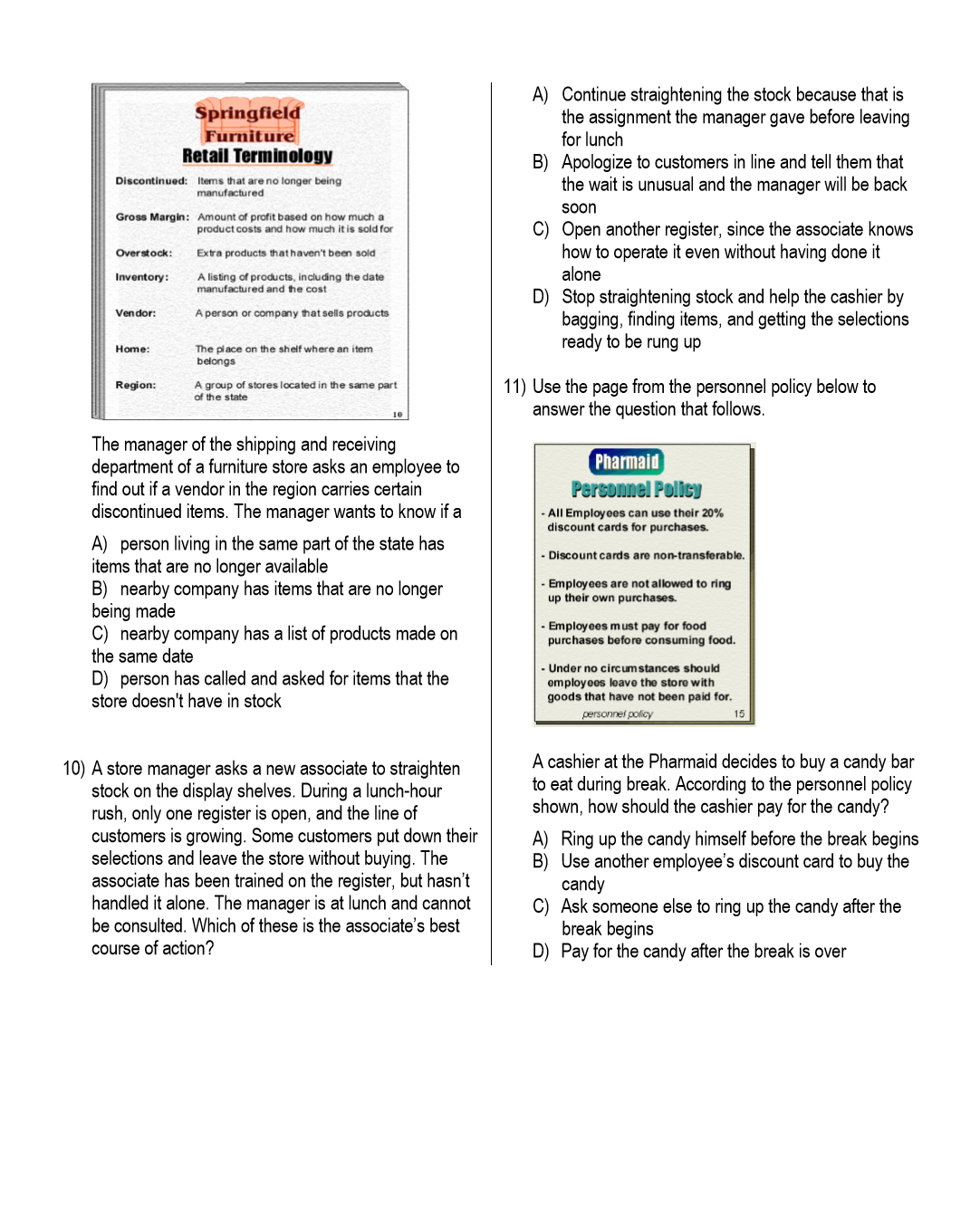
1. A good retailer will try to be
   1. All things to all people
   2. All things to some people
   3. Some things to some people
   4. Some things to all people
2. Which of the following is an inaccurate description regarding the distribution process?
   1. Manufacturer retailer wholesaler end user
   2. Manufacturer end user
   3. Manufacturer wholesaler end user
   4. Manufacturer wholesaler retailer end user
3. These retailers started online and continue to do all their business that way (ex. Amazon)
   1. Direct Selling
   2. Pure Play
   3. Wholesale Clubs
   4. Off-price Retailers
4. 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
5. Use the glossary below to answer the question that follows.



The manager of the shipping & receiving department of a furniture store asks an employee to find out if a vendor in the region carries certain discontinued items. The manager wants to know if a

1. Person living in the same part of the state has items that are no longer available
2. Nearby company has items that are no longer being made
3. Nearby company has a list of products made on the same date
4. Person has called & asked for items that the store doesn’t have in stock