The Fashion Business Game
If you are shopping the BRASS PLUM, what store would you be in?

d. Nordstrom
Pilferage is a term to describe

a. The basement of a department store  
b. The process of merchandise sales  
c. Employee and customer theft  
d. Escalators that allow for shopping cards
c. Employee and customer theft
The largest dollar item per square foot in a department store is

a. Intimate apparel
b. Furniture
c. Jewelry
d. Cosmetics
d. Cosmetics
According to experts, what is the best layout for a retail store?

a. Placing the bargains at the front of the store
b. Placing expensive items at the front of the store
c. Placing the store’s signature item at the back of the store
d. Placing the store’s signature items at the front of the store
c. Placing the store’s signature item at the back of the store
Which of the following is not an explanation for the difference in men’s and women’s current shopping patterns?

a. Primitive Hunting and Gathering Societies  
b. Left-Brain/Right-Brain Thinking  
c. The Female Nesting Instinct  
d. All of the above
c. The Female Nesting Instinct
Which of the following fields determines if a retail store “works” or “doesn’t work”?

a. Retail Anthropology
b. Retail Psychology
c. Marketing
d. Market Research
a. Retail Anthropology
If you were shopping for apothecary items, you would look in the _____________ section.

a. Home Furnishings
b. China
c. Bed and Bath
d. Cosmetic
d. Cosmetic
What color has market research found makes customers feel like spending money?

c. Light Purple
According to a research company, which is the worst location for a retail store?

a. Next to a pet shop
b. Next to a bank
c. In a shopping mall
d. Next to a park
b. Next to a bank
Upon entering a store, most shoppers head in which direction?

a. Left
b. Right
c. Straight ahead
d. It depends on the store
b. Right
Which of the 5 senses is never engaged in persuading customers to make purchases?

a. Touch  b. Sight  c. Smell  d. None of the above
d. None of the above
Which of the following theories helps to determine aisle width in retail stores?

a. The Invariable Right
b. The Decompression Zone
c. The Body Factor
d. The Butt Brush
d. The Butt Brush
Marketers plan campaigns to appeal to which side of the brain?

a. Left    b. Right    c. Neither    d. Both
b. Right
“Puffery” is a retailing term that describes

a. a cosmetic product to fill in lines.
b. an advertisement that inflates the qualities of the merchandise.
c. the Bed and Bath Division.
d. none of the above.
b. An advertisement that inflates the qualities of the merchandise.
Sales per square foot means

a. that every step a customer takes will make sales.
b. shoes must always be displayed on a block.
c. the number of products fit into a square foot for maximum sales.
d. none of the above.
c. the number of products fit into a square foot for maximum sales.
What is the main reason a store would have a sale?

a. Keep customers happy
b. Get rid of merchandise that did not sell
c. Create more traffic in the store
d. None of the above
c. Create more traffic in the store
The largest fashion center in the world is located in

a. Paris, France
b. Milan, Italy
c. New York, New York
d. Los Angeles, California
d. Los Angeles, California
What company created the advertising slogan “The smartest shop in town?”

- a. Sharper Image
- b. Levi Strauss
- c. ComputerLand
- d. Avon
d. Avon
Which of the following is not considered retailing?

a. Beauty salon
b. Amazon.com
c. A Ford dealer
d. None of the above
d. None of the above
Which is the largest retailer in the United States?

a. Target  b. Sears  c. Walmart  d. Kmart
c. Walmart
How many questions did you answer correctly?