

Chapter 2

TRUE/FALSE

- ___ 1. There are many different types of retail operations in which buyers are employed.
- ___ 2. Buyers' duties and responsibilities are the same no matter which type of operation they buy for.
- ___ 3. More and more buyers are involved in product development.
- ___ 4. Most buyers of large chains communicate with the different units by way of store visits.
- ___ 5. A college education is considered a must for a buying career.

MULTIPLE CHOICE

- ___ 6. In major stores the actual buying is done by the a) general merchandise manager, b) divisional merchandise manager, c) buyer, d) assistant buyer.
- ___ 7. The buyer's role is determined by a) company structure, b) dollar volume, c) merchandise classification, d) all of these.
- ___ 8. Communication with management involves a) the telephone, b) faxing, c) e-mailing, d) all of these.
- ___ 9. The buyer's superior is the a) general merchandise manager, b) divisional merchandise manager, c) fashion director, d) associate buyer. –
- ___ 10. Buyers are evaluated on a) sales, b) inventory levels, c) margin results, d) all of these.

COMPLETION

- 11. The _____ is the buyer's superior.
- 12. _____ is the largest fashion trade show in the U.S.
- 13. _____ personnel are the people who prescreen all applicants for a position.
- 14. A relatively new method of buyer communication that shows the merchandise in "action" is _____.
- 15. _____ is being used today for buyers to quickly reach assistants.

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TRUE-FALSE

1. T
2. F
3. T
4. F
5. T

MULTIPLE CHOICE

6. c
7. d
8. d
9. b
10. d

COMPLETION

11. DMM
12. MAGIC
13. Human Resources
14. In-house Video
15. Instant Messaging