



Exam Name – Certified Wholesale and Retail Manager (CWRM)

Exam Code – CWRM-001

Sample Exam

(Question): Which industry has gone a long way towards eliminating the boundaries between wholesale and retail segments?

- (A): Retail
- (B): Wholesale
- (C): Dynamic
- (D): Static

(Correct): A

(Question): Which type of integration gives larger retailers a major advantage over fully independent retailers?

- (A): Cross Integration
- (B): Conglomerate
- (C): Vertical Integration
- (D): Horizontal Integration

(Correct): C



(Question): True or False: Picking up products from warehouses is not unusual in non-food sectors.

- (A): True
- (B): False

(Correct): A

(Question): Which activity is undertaken by wholesalers on functions such as IT Development and Support?

- (A): Retailers
- (B): Wholesalers
- (C): Distributors
- (D): Manufacturers

(Correct): B

(Question): Which type of innovation plays a central role in wholesale and retail, driving productivity improvement, and underpinning effective marketing decisions?

- (A): Service Oriented
- (B): Logical
- (C): Functional
- (D): Technological

(Correct): D



(Question): Which type of indexing method is used to measure wholesale inflation?

- (A): Wholesale Price Index
- (B): Producers Price Index
- (C): Consumers Price Index
- (D): Development Price Index

(Correct): B

(Question): Which type of error make up approximately 15% of shrinkage and simple pricing mistakes due to mark-ups or markdowns?

- (A): Administrative Error
- (B): Vendor Fraud
- (C): Government's law
- (D): Customers Dissatisfaction

(Correct): A

(Question): Which of the following is the smallest percentage of shrink?

- (A): Administrative Error
- (B): Vendor Fraud
- (C): Employee Theft
- (D): Shoplifting

(Correct): A



(Question): Which of the following are elements of effective visual merchandising? (Choose three)

- (A): Balance
- (B): Scalability
- (C): Interchangeability
- (D): Focal Point
- (E): Simplicity

(Correct): A,D,E