

Quiz1

Name: _____ Date _____

Select the right response by circling the letter.

1. The practice of visiting physical stores and then buying the items online is called:

- a) Multi-channel strategy.
- b) Showrooming
- c) Grab-and-go
- d) Webrooming

2. What happened after the tornado came affected the store in Roseville, Minnesota?

- a) Schultz was ruined and he was forced to sell his chain to Hubert Joly
- b) Schultz decided to seek funds to rebuild the store and recover what was lost so he made "Sound of Music" a publicly traded company.
- c) Schultz decided to sell the merchandise at discount prices and notice that the tactic was working.
- d) Circuit City bought Schultz store in Minnesota.

3. Select the right answer:

Statement 1. Best Buy started a joint venture with the British Carphone Warehouse (CPW) and then they later bought 50% of the shares of this company to expand Best Buy in Europe.

Statement 2. Best Buy acquired Jiangsu Five Stars Appliances in China. Five Stars operated differently from Best Buy by making manufacturers to sell their own products in store space given by the company.

Statement 3. Circuit City filed for Chapter 11 in late 2008.

- a) The three statements are false
- b) Statement 1 and 2 are the only true
- c) Statement 3 is the only truthful statement
- d) The three statements are true

4. What was the timeline of the CEO's of Best Buy?

- a) Schulz who was followed by Dunn, then Mike Mikan III and finally Hubert Joly
- b) Schulz who was followed by Mike Mikan III then Dunn and finally Hubert Joly
- c) Schulz who was followed by Dunn then by Hubert Joly and finally Mike Mikan III
- d) Schulz who was followed by Joly then by Mike Mikan III and finally by Brian Dunn.

5. What is Renew Blue?

- a) The name of the new website of Best-Buy
- b) A new supply system created by Hubert Joly
- c) A strategic plan aiming to turnaround Best Buy
- d) It is the code name for the Geek Squad