

MBA-II / SEM-III/ 2019 PATTERN / MARKETING MANAGEMENT

Subject: 305 – Sales & Distribution Management

MCQ / Question Bank

UNIT – I Overview of Sales Management

Sr. No.	Question	Ans.
1	Avon, Amway, and Tupperware use which of the following forms of channel distribution? A. direct marketing channel B. indirect marketing channel C. forward channel D. fashion channel	A
2	From the economic system's point of view, the role of marketing intermediaries is to transform: A. raw products into finished products. B. consumer needs into producer needs. C. consumer needs and wants into product desires. D. assortments of products made by producers into the assortments wanted by consumers.	D
3	When the manufacturer establishes two or more channels catering to the same market, then occurs. A. Vertical channel conflict B. Horizontal channel conflict C. Multi channel conflict D. None of the above	C
4	A distribution channel moves goods and services from producers to consumers. It overcomes the major time, place, and _____ gaps that separate goods and services from those who would use them. A. possession B. profit C. image D. psychological	A
5	Through their contacts, experience, specialization, and scale of operation, _____ usually offer the firm more than it can achieve on its own. A. manufacturers B. producers C. direct marketers D. intermediaries	D

6	<p>Makers of televisions, cameras, tires, furniture, and major appliances normally use which of the following distribution channel forms?</p> <p>A. direct marketing channel B. indirect marketing channel C. horizontal channel D. synthetic channel</p>	B
7	<p>Using manufacturer's representatives or sales branches is usually a characteristic of which of the following channel forms?</p> <p>A. business marketing channels B. customer marketing channels C. service marketing channels D. direct marketing channels</p>	A
8	<p>Transporting and storing goods is part of which of the following marketing channel functions?</p> <p>A. negotiation B. physical distribution C. contact D. matching</p>	B
9	<p>Who sells to the customers?</p> <p>A. Semi wholesalers B. Wholesalers C. Retailer D. Distributor</p>	C
10	<p>The benefits of marketing channels are.....</p> <p>A. Cost saving B. Time saving C. Financial support given D. All of above</p>	D
11	<p>_____ is a layer of intermediaries that performs some work in bringing the product and its ownership closer to the buyer.</p> <p>A. A direct marketing channel B. An indirect marketing channel C. A channel level D. A channel switching system</p>	C
12	<p>Which of the following statements about sales force management is true?</p> <p>A. The sales force is the firm's most direct link to the customer B. The statement, "The world will beat a path to your door if you build a better mousetrap," reflects how business operates today C. As organizations implement the marketing concept, they soon realize how important it is to be sales-oriented D. Personal selling is usually less expensive than advertising E. Sales management is no different from any other kind of management</p>	A
	<p>With respect to a channel of distribution, the number of intermediary levels</p>	

13	<p>within the channel indicates the _____ of a channel.</p> <p>A. width B. depth C. length D. similarity</p>	C
14	<p>Independent firms at different channel levels integrate their programs on a contractual basis to achieve systemic economies and increased market impact are known as _____</p> <p>A. Corporate vertical marketing systems B. Contractual vertical marketing systems C. Administered vertical D. None of the above</p>	B
15	<p>Which of the following statements about the sales force in the 21st century is true?</p> <p>A. Sales managers will use a hands-off approach and let the professional salesperson be his or her own boss B. Transactional exchanges no longer occur C. Sales management must be smart and nimble and provide technology-centered solutions to support the sales effort D. Salespeople make little use of the Internet because they realize the importance of the personal touch E. All of the above statements about the sales force in the 21st century are true</p>	C
16	<p>_____ is a marketing channel that has no intermediary levels.</p> <p>A. direct marketing channel B. indirect marketing channel C. forward channel D. hybrid channel</p>	A
17	<p>When channel members assume responsibility for one or more of the marketing flows over at least two separate levels of distribution manufacturing and wholesaling, in fact, such systems are synonymous with both forward and backward vertical integration is known as _____</p> <p>A. Corporate vertical marketing systems B. Contractual vertical marketing systems C. Administered vertical marketing systems D. None of the above</p>	A
18	<p>The difference between transactional selling and relationship selling is</p> <p>A. In transaction, selling buyers must pay cash B. In relationship selling, buyers and sellers must be related C. In transaction selling, sellers provide greater service D. In relationship selling, sellers work to provide value to their customers E. In transaction selling, the transaction is the beginning of a relationship</p>	D
	<p>A _____ is a set of interdependent organizations involved in the process of making a product or service available for use of consumption by the</p>	

19	consumer or business user. A. retailer B. wholesaler C. distribution channel D. middleman	C
20	The work of setting up objectives for selling activities, determining and scheduling the steps necessary to achieve these objectives is known as _____ A. Selling B. Sales policy C. Sales programme D. Sales planning	D
21	Karen is studying the potential for selling her company's products in China. As part of her analysis, she is assessing the number, types and availability of wholesalers and retailers. Karen is studying the country's A. Natural conditions B. Technological feasibility C. Social and cultural norms D. Distribution structure E. Legal and political constraints	D
22	<i>Mr. Narayan</i> , the new national sales manager is learning about the internal organizational environment in her company. She will learn about all of the following EXCEPT A. Human resources B. Financial resources C. Service capabilities D. Social and cultural environment E. Research and development activities	D
23	Which is not a strategic role of sales management? A. Tracking B. Reporting C. Delivery D. Optimizes distribution	C
24	John, the sales manager for a building materials company, knows the customers in one profitable sales territory, are particularly hostile to women sales reps. John faces an ethical dilemma primarily in the area of: A. Determining compensation and incentives B. Equal treatment in hiring and promotion C. Respect for individuals in supervisory and training programs D. Fairness in the design of sales territories E. Fairness in the assignment of sales territories	E
	A large marketing intermediary, but not as large as a sole selling agent in terms of size, resources and territory of operation is known as..... A. Wholesaler	

25	<p>B. Sole selling agent</p> <p>C. Direct marketing channel</p> <p>D. Semi-wholesalers</p>	A
26	<p>Many firms use environmental scanning to assess their external environment. Environmental scanning should be used to</p> <p>A. Respond to current crises</p> <p>B. Identify future threats and opportunities</p> <p>C. Determine personnel performance</p> <p>D. Allocate financial resources</p> <p>E. Assist with service delivery</p>	B
27	<p>Sarah and Steve are sales reps for a major pharmaceutical company in the same geographic area. Sarah calls on private practice physicians, while Steve calls on hospital groups. Their sales manager would likely have an ethical dilemma in the area of:</p> <p>A. Determining compensation and incentives</p> <p>B. Equal treatment in hiring and promotion</p> <p>C. Respect for individuals in supervisory and training programs</p> <p>D. Fairness in the design of sales territories</p> <p>E. Fairness in the assignment of sales territories</p>	A
28	<p>What is the full form of CIS?</p> <p>A. Channel information system</p> <p>B. Channel induced system</p> <p>C. Channel information system</p> <p>D. Channel incorporated system</p>	C
29	<p>Which of the following is an example of the external natural environment for a manufacturer of metal lawn furniture?</p> <p>A. A longer than usual distribution channel due to a rail strike</p> <p>B. Consumer trend toward treating gardens like another room</p> <p>C. The popularity of metal lawn furniture that looks vintage rather than newly bought</p> <p>D. A flood at the manufacturer's main warehouse</p> <p>E. Inflationary pricing by competitors</p>	D
30	<p>What is the full form of VMS?</p> <p>A. Velocity moving system</p> <p>B. Vertical marketing system</p> <p>C. Vertical moving system</p> <p>D. Very moveable system</p>	B

UNIT – II Organizing the Sales Force

1	_____ involves identifying activities management feels the salespeople should perform to produce the desired results. A. SWOT analysis B. Environmental audit C. Training analysis D. Needs assessment	D
2	Which of the following is NOT an example of behavioural measures used to evaluate salespeople? A. assessment of salesperson's attitude and attention to customers B. product knowledge and selling and communication skills C. appearance and professional demeanour D. Accounts generated and profit achieved	D
3	Which are the most basic forms of the sales organization? A. Line sales organization B. Line and staff sales organization C. Functional sales organization D. None of the above	D
4	Companies engage in sales training to: A. increase absenteeism and turnover B. increase selling costs C. decrease sales volume D. Change or reinforce behaviour that makes salespeople more efficient	D
5	The formula $N = S/P (1 + T)$ is for _____ A. Workload B. Sales potential (or breakdown) C. Incremental D. None of the above	B
6	The sales force can play a central role in achieving a marketing orientation strategy, by A. Maintaining infrequent contact with customer B. Collecting and disseminating market information C. Focusing on cutting costs D. Following the competition's lead	B
7	From management's point of view, what is the advantage of a straight salary compensation plan? A. With a straight salary plan, selling costs are kept in proportion to sales. B. The straight salary plan is simple and economical to administer. C. With a straight salary plan, salespeople have the assurance of positive feedback. D. A straight salary plan links performance to leadership style.	B
	The most critical impact to a sales organization affected by down-sizing is that: A. The sales team is de-motivated	

8	<p>B. The company must recalculate sales budgets</p> <p>C. The sales workload must be redistributed</p> <p>D. Customers may change suppliers due to severed relationship with salesperson</p>	D
9	<p>The three major tasks involved in the implementation stage of the sales management process are:</p> <p>A. Sales force recruitment and selection, Salesforce training, and Salesforce motivation and compensation.</p> <p>B. Developing account management policies, implementing the account management policies, correcting the account management policies.</p> <p>C. Setting sales objectives, organizing the Salesforce, and developing account management policies.</p> <p>D. Organizing the sales force, quantitative assessment, and follow-up.</p>	A
10	<p>The three major tasks involved in the implementation stage of the sales management process are:</p> <p>A. Salesforce recruitment and selection, Salesforce training, and Salesforce motivation and compensation.</p> <p>B. Developing account management policies, implementing the account management policies, correcting the account management policies.</p> <p>C. Setting sales objectives, organizing the Salesforce, and developing account management policies.</p> <p>D. Organizing the sales force, quantitative assessment, and follow-up.</p>	A
11	<p>An effective sales plan objective should be:</p> <p>A. Precise, measurable, and time specific.</p> <p>B. General, measurable, and flexible.</p> <p>C. Profitable, subjective, and measurable.</p> <p>D. Precise, profitable, and flexible.</p>	A
12	<p>If a company chooses to employ its own sales force, the three organizational structures it may use are:</p> <p>A. Dollar volume, geography, and customer.</p> <p>B. Geography, customer, and product.</p> <p>C. Geography, market size, and product.</p> <p>D. Market size, product, and customer.</p>	B
13	<p>Long-term compensation plans:</p> <p>A. Include bonuses and contests</p> <p>B. Should be evaluated and modified quarterly</p> <p>C. Should be well thought out, so that few changes will be needed from year to year</p> <p>D. Must be developed so that short-term compensation plans will not be necessary</p>	C
14	<p>..... is teaching how to do the jobs.</p> <p>A. Sales personnel</p> <p>B. Sales target</p>	C

	<p>C. Sales force training D. Induction</p>	
15	<p>Which of the following is NOT one of the major factors affecting how compensation is structured for a sales force? A. wage level in relation to salespeople in other organizations in the industry B. salesperson's individual wage C. wage structure for the sales force D. Number of new customers in each sales territory</p>	D
16	<p>Which of the following elements is NOT used for determining the size of a sales force in the workload method? A. Number of salespeople. B. Number of customers. C. Length of an average call. D. Number of years in sales experience</p>	D
17	<p>The most frequently used type of compensation plan is a: A. Straight salary compensation plan. B. Straight commission compensation plan. C. Combination compensation plan. D. Weighted compensation plan.</p>	C
18	<p>In medium and large firms, one would find the _____ types of organization A. Line sales organization B. Line and staff sales organization C. Functional sales organization D. None of the above</p>	B
19	<p>The first step in determining how a firm's sales force compensation program will be structured is to determine the: A. Wage level relative to salespeople in other organizations in the industry B. Salesperson's individual wage C. Wage structure for the sales force D. Number of new customers in each sales territory</p>	A
20	<p>When commission is combined with a base salary it is known as _____ A. Commission based compensation plans B. Straight salary compensation plan C. Territory volume compensation plans D. Profit margin/ revenue based sales compensation plans</p>	A
21	<p>The workload method is used to: A. Quantify the point at which the sale can be closed. B. Calculate commission compensation payment. C. Determine how much training a salesperson needs. D. Determine the size of a sales force.</p>	D
	<p>There are three interrelated elements of rewards for salespeople. One of the elements is nonfinancial compensation and includes: A. Recognition dinners, certificates of achievement, and features in sales</p>	

22	<p>newsletters</p> <p>B. Larger accounts and sales territories</p> <p>C. Personal development opportunities, merit salary increases, and promotions</p> <p>D. Promotions, certificates of achievement, and larger sales territories</p>	A
23	<p>Research relating sales people's personal characteristics to sales aptitude and job performance suggests there is no single set of traits and abilities that sales managers can use as criteria for deciding what kind of recruits to hire is known as _____</p> <p>A. Job analysis</p> <p>B. Physical examination</p> <p>C. Projective tests</p> <p>D. Training</p>	A
24	<p>All of the following would be major sales force management decision steps EXCEPT:</p> <p>A. Designing sales force strategy and structure.</p> <p>B. Supervising salespeople.</p> <p>C. Global management and marketing structures.</p> <p>D. Recruiting and selecting salespeople.</p>	C
25	<p>In which organizational structure, all sales personnel receive direction from, and are accountable to different executives, on different aspects of their work?</p> <p>A. Line sales organization</p> <p>B. Line and staff sales organization</p> <p>C. Functional sales organization</p> <p>D. None of the above</p>	C
26	<p>Which of the following WOULD NOT be a method of establishing sales force structure?</p> <p>A. Territorial sales force structure.</p> <p>B. Lifestyle sales force structure.</p> <p>C. Product sales force structure.</p> <p>D. Customer sales force structure.</p>	B
27	<p>In which type of compensation plan there is no incentives?</p> <p>A. Commission based compensation plans</p> <p>B. Straight salary compensation plan</p> <p>C. Territory volume compensation plans</p> <p>D. Profit margin/ revenue based sales compensation plans</p>	B
28	<p>A company's compensation plan should reflect its overall marketing strategy. For example, if the strategy is to grow rapidly and gain market share, the compensation plan might include:</p> <p>A. Encouragement for team selling.</p> <p>B. Rewards for account management.</p> <p>C. A larger commission component coupled with a new-account bonus to encourage high sales performance.</p> <p>D. Incentives to manage the product mix.</p>	C

29	Tests of intelligence tests are known as _____ A. Projective tests B. Tests of habitual characteristics C. Tests of ability D. Achievement tests	C
30	There are three interrelated elements of rewards for salespeople. One of the elements is direct financial rewards and includes: A. Salary, commission, and career advancement B. Merit salary increases, commission, and better territory C. Merit salary increases, bonuses, and commissions D. Larger sales territories, bonuses, insurance, and a certificate of achievement	C

UNIT – III Sales Planning & Control

1	Forecasting is defined as a systematic attempt to probe the future by inference from known facts by _____ A. Henry Fayol B. Allen C. Philip Kotler D. Anderson	B
2	Which one of the following is NOT the short term objective of Sales forecasting? A. To achieve regular supply of raw-materials B. To determine a suitable production policy C. To plan plant capacity D. To achieve best utilisation of machine	C
3	To provide labour is _____ A. A long-term objective of sales forecasting B. Not an objective of sales forecasting C. A short-term objective of sales forecasting D. None of the above	A
4	_____ seeks to determine separate sales targets for all the sales territories with a help in establishing the control over the activities of sales executives or Field sales officers of these territories and in providing various incentives to the sales representatives A. Sales Budgeting B. Sales Quotas C. Sales Forecasting D. Sales Target	C
5	_____ affects production and distribution costs, ultimately affecting pricing policy of the company A. Sales Forecasting B. Sales Target C. Sales Quotas	A

	D. Sales Budgeting	
6	_____ helps in discovering new marketing opportunities A. Sales Budgeting B. Sales Target C. Sales Quotas D. Sales Forecasting	D
7	It provides the base for marketing planning A. Sales control B. Sales Forecasting C. Sales audit D. Sales Budgeting	B
8	It reveals the weak areas where more control and intensive attention is required A. Sales plan B. Sales budget C. Sales forecast D. Sales quota	C
9	It helps marketing managers to guard against marketing risks and enables them to face the challenges posed by new situations in a better way A. Sales forecasting B. Sales budgeting C. Sales quotas D. Sales targets	A
10	Which one of the following factors should be considered while preparing a sales forecast? A. Conditions within industry B. Conditions within the company C. Changed market situations D. All of the above	D
11	Population and population growth reflects _____, which is to be considered while preparing a sales forecast A. Conditions within the company B. Conditions within the industry C. General business conditions D. Changed market situation	C
12	Demand level of the products, future growth prospects, competition, expected market share etc. have direct impact on sales forecasting and all these fall under _____ A. Conditions within the company B. Conditions within the industry C. General business conditions D. Changed market situation	B
13	Which of the following is NOT true for forecasting? A. Forecasts are rarely perfect B. The underlying casual system will remain same in the future	D

	<p>C. Forecasts for group of items is accurate than individual item D. Short range forecasts are less accurate than long range forecasts</p>	
14	<p>Which of the following is NOT a forecasting technique? A. Judgemental B. Time series C. Time horizon D. Associative</p>	C
15	<p>Political stability and various government policies reflects _____, which is to be considered while preparing a sales forecast A. General business conditions B. Changed market situation C. Factors affecting exports D. Conditions within the industry</p>	A
16	<p>In which of the following forecasting technique, subjective inputs obtained from various sources are analysed? A. Judgemental forecast B. Time series forecast C. Associative model D. All of the above</p>	A
17	<p>In which of the following forecasting technique, data obtained from past experience is analysed? A. Judgemental forecast B. Time series forecast C. Associative model D. All of the above</p>	B
18	<p>The factors like shift in customer's choice & tastes, substitute products reducing the demand levels which influences the sales forecast reflects _____ A. Changed market situation B. General business conditions C. Conditions within the industry D. Conditions within the company</p>	A
19	<p>Introduction of new product may go haywire and such decisions are seldom accurate while doing sales forecasting. This is because of which of the following limitation of sales forecasting? A. Lack of data regarding history B. Changes in consumer's needs, tastes, fashion etc. C. Psychological factors D. Anticipatory growth statement</p>	B
20	<p>Delphi method is used for A. Associative model B. Time series forecast C. Judgemental forecast D. All of the above</p>	C
	<p>Economic conditions & level of national income reflects _____, which</p>	

21	<p>is to be considered while preparing a sales forecast</p> <p>A. Changed market situation B. Factors affecting exports C. General business conditions D. Conditions within the industry</p>	C
22	<p>Short term regular variations related to the calendar or time of day is known as</p> <p>A. Trend B. Seasonality C. Cycles D. Random variations</p>	B
23	<p>Changes in pricing policy, sales promotion schemes and advertising decisions affecting the sales forecast reflects which of the following factors?</p> <p>A. Changed market situation B. Conditions within the company C. General business conditions D. Conditions within the company</p>	D
24	<p>What is the formula of least square method to determine the relationships in a regression model in sales forecasting? (Where, Y = dependent variable i.e. sales; X = independent variable; a = average value of Y; b = average increment of sales change)</p> <p>A. $Y = a - bX$ B. $Y = a + bX$ C. $Y = 2a - bX$ D. $Y = 2a + bX$</p>	B
25	<p>Which of the following is NOT a function of sales budgeting?</p> <p>A. Motivating B. Planning C. Decision making D. Controlling</p>	C
26	<p>The term budgetary period relates to</p> <p>A. The period for which the budget is prepared B. The subdivisions of the main budget C. The period in which the budget is finalised D. A specific period for which the budget has been prepared</p>	A
27	<p>A budget is accepted by managers when they</p> <p>A. Relates it to their own personal objectives B. Receive the budget in writing C. Agree to it verbally D. Are consulted by top management</p>	A
28	<p>A budget is not</p> <p>A. A part of the strategic management process B. A plan C. A qualitative statement D. A forecast</p>	D

29	<p>A forecast is not</p> <ul style="list-style-type: none"> A. Based on expert opinion B. A budget C. A prediction of future events D. Based on extrapolation of past data 	B
30	<p>Which of the following is NOT one of the main purposes of a budget?</p> <ul style="list-style-type: none"> A. Planning and control B. To optimise the use of scarce resources C. To enable a flexibility of approach to company policies D. The alignment of individual and corporate goals 	C

UNIT – IV Distribution Management

1	<p>The marketing channels play an important role for the company by getting details about its</p> <ul style="list-style-type: none"> A. Existing customers B. Existing competitors C. Prospective customers D. All of the above 	D
2	<p>A phenomenon that would allow hundreds of thousands of producers to be connected directly with millions of consumers without the help of middlemen is called as</p> <ul style="list-style-type: none"> A. Intermediation B. Disintermediation C. Reintermediation D. None of the above 	B
3	<p>Marketing channel strategy offer an edge that cannot be quickly or easily copied by competitors is known as _____</p> <ul style="list-style-type: none"> A. Product distribution B. Pricing efficiency C. Promotional advantage D. Sustainable competitive advantage 	D
4	<p>A phenomenon of occurrence of new type of middlemen such as amazon and other digital platforms connecting producers to consumers is called as</p> <ul style="list-style-type: none"> A. Intermediation B. Disintermediation C. Reintermediation D. None of the above 	C
5	<p>Distributors now play a role of _____ for the consumers acting as buying agents and choosing what products consumer sees</p> <ul style="list-style-type: none"> A. Watchman B. Facilitator C. Gatekeeper 	C

	D. None of the above	
6	In marketing intermediaries, the way of distribution in which the product is stocked in many possible outlets is classified as A. Inclusive distribution B. Exclusive dealing C. Selective distribution D. Intensive distribution	D
7	The kind of channel management which involves one or more than one independent wholesalers, producers and retailers is classified as A. Vertical marketing system B. Static distribution channel C. Conventional distribution channel D. Horizontal marketing system	C
8	Which of the following is one of the formats of marketing channel? A. Producer driven B. Seller driven C. Service driven D. All of the above	D
9	Multi-channels or hybrid channels are popular in business today where firms use _____ or more marketing channels to reach consumer segments A. Five B. Three C. Four D. two	D
10	A value network or chain is a system of _____ and _____ that a firm creates to source, create and deliver its offering A. Wholesalers and retailers B. Partnerships and alliances C. Distributors and retailers D. Partnerships and shipping companies	B
11	20 th century supply chains were linear and push models whereas 21 st century supply networks are _____ models A. Circular and self renewing B. Circular and self managing C. Push and pull D. Linear and innovative	A
12	The consumer is often part of the supply network as a co-creator or prosumer. A prosumer is a composite of _____ and _____ A. Supplier and customer B. Customer and promoter C. Consumer and planner D. Production and consumer	D
	Each channel has unique strengths and weaknesses. Channel alternatives differ in three ways: types of intermediaries, the numbers and the _____ & _____ of	

13	each A. Patterns and plans B. Preparedness and planning C. Terms and responsibilities D. Existing and emerging demand	C
14	There are three strategies in relation to number of intermediaries namely exclusive, selective and intensive. Exclusive means _____ A. Lots of intermediaries B. Severely limiting the number of intermediaries C. Five intermediaries D. Four intermediaries	B
15	Channel power is the ability to alter channel members behaviour so that they take actions they would not have taken otherwise. Which of the following is NOT a power that can be used to elicit cooperation A. Expert power B. Referent power C. Management power D. Reward power	C
16	What type of intermediary would purchase cricket bats from one producer, gloves & guards from another and balls from still another and then sell an assortment to sporting goods stores A. Agent B. Producer C. Retailer D. wholesaler	D
17	ABC Distributors buys electrical equipment and supplies from XYZ electric and sells them to local electrical contractors. ABC distributor is an example of a(n) A. Intermediary B. Retailer C. Producer D. Agent	A
18	Which of the following services would be distributed by a producer to agent to consumer? A. Health care B. IT Returns filing C. Travel planning D. Vehicle repair	C
19	Which of the following intermediaries never actually owns the products it promotes and sells? A. Agents B. Retailers C. Industrial users D. wholesalers	A
	Producers are able to match their production to the needs of consumers or	

20	<p>industrial users because intermediaries</p> <ul style="list-style-type: none"> A. develop an assortment of goods B. enable producers to promote goods C. increase distribution costs D. extend credit services consumers 	A
21	<p>Intermediaries buy large quantities of goods from producers and sell smaller quantities to other intermediaries or to consumers. The result is that intermediaries _____ their per unit cost for goods</p> <ul style="list-style-type: none"> A. Stabilize B. Control C. Increase D. reduce 	D
22	<p>What distribution channel is used for high priced industrial goods when the producer does not have its own Salesforce?</p> <ul style="list-style-type: none"> A. Producer to agent to user B. Producer to industrial distributor to user C. Producer to industrial user D. Producer to agent to industrial distributor to user 	A
23	<p>Wal-Mart, Domino's Pizza, Meru car rental service are examples of</p> <ul style="list-style-type: none"> A. Agents B. Industrial distributors C. Retailers D. Wholesalers 	C
24	<p>What is the most common channel of distribution for large industrial goods?</p> <ul style="list-style-type: none"> A. Producer to retailer to consumer B. Producer to wholesaler to retailer to consumer C. Producer to agent to industrial distributor to user D. Producer to industrial user 	D
25	<p>That makes goods available to consumers where they are wanted and needed is</p> <ul style="list-style-type: none"> A. Extending credit B. Transporting and storing C. Servicing sales D. Providing management services 	B
26	<p>Life-Cycle buys mountain bikes from the Hero Mountain Bike company and sells them to bike shops. Life-Cycle is an example of a(n)</p> <ul style="list-style-type: none"> A. Agent B. Retailer C. Agent D. wholesaler 	D
27	<p>Which of the following is an example of industrial user?</p> <ul style="list-style-type: none"> A. A parent buying a picture frame for his office B. A hairstylist buying new scissors to perform haircuts C. A family buying a new home computer D. A teacher buying a book to read on vacation 	B

28	An advantage for producers in using the producer to wholesaler to retailer to consumer distribution channel is that A. Wholesalers do not take titles to the goods B. It enables them to control channel activities C. Wholesalers usually buy in large quantities D. It enables them to reach large retailers directly	C
29	Where does a channel distribution begin? A. With the industrial user B. With the ultimate consumer C. With the producer D. With the intermediary	C
30	Which of the following retailers would be most likely to be part of the producer to retailer to consumer channel? A. Small boutique B. Large retail chain C. Speciality shops D. Locally owned pharmacy	B
31	Which of the following is a benefit of channels of distribution A. We can more easily obtain products from all over the world B. Producers must spend more money C. Retailers must spend more money D. We spend more time looking for products we want	A
32	Which indirect channel of distribution is used to reach large retailers when the producer does not want responsibility for the selling activities? A. Producer to retailer to consumer B. Producer to wholesaler to retailer to consumer C. Producer to consumer D. Producer to agent to retailer to consumer	D
33	The use of intermediaries enables producers to make larger profits because intermediaries A. Help to reduce the per unit costs of goods B. Enables producers to use direct distribution C. Increase the number of retailer-to-producer contacts D. May sell more than the producer could sell on its own	D
34	Which of the following is a direct channel of distribution for consumer goods and services A. Producer to industrial user B. Producer to retailer to consumer C. Producer to ultimate consumer D. Producer to distributor to consumer	C
35	There are _____ main industrial or B2B channels A. Four B. Seven C. Six	A

	D. Five	
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UNIT – V Wholesaling, Retailing & Logistics Management

1	It includes the activities involved in selling, renting consumer products and services to the consumer for his personal or home consumption A. Wholesaling B. Retailing C. Franchising D. None of the above	B
2	A retailer can add value to products through _____ A. The personnel they hire who help identify & solve customer problem B. The store's location, near other stores or in main market to facilitate comparison shopping C. The services they offer such as, credit, delivery, extended store hours D. All of the above	D
3	Which of the following is NOT a service and price oriented type of retailer? A. Limited service retailer B. Full service retailer C. Consumer co-operatives D. Self-service retailers	C
4	Merchandise width refers to the _____ A. Number of non-competing product line B. Number of competing product line C. Number of competing & non-competing product line D. None of the above	A
5	The number of brands, models, styles carried for each product category is known as _____ A. Product width B. Product breadth C. Product depth D. Product line	C
6	Narrow product line with deep assortment is the characteristic of _____ type of retailer A. Supermarket B. Speciality store C. Department store D. Convenience store	B
7	Wholesaler sponsored group of independent retailers are A. Corporate chain B. Voluntary chain C. Retailer co-ops D. Consumer co-ops	B

8	<p>Big Bazaar is an example of</p> <p>A. Supermarket B. Hypermarket C. Discount store D. Department store</p>	D
9	<p>The type of retailer where standard merchandise is sold at lower prices for low margins are known as</p> <p>A. Franchise organization B. Supermarket C. Discount stores D. Department store</p>	C
10	<p>The terms Point-of-sale (POS) or Point-of-purchase (POP) are most often referred to</p> <p>A. A retailer B. A wholesaler C. A distributor D. A manufacturer</p>	A
11	<p>Government sponsored supermarkets focuses more on _____ as compared to the private retailers</p> <p>A. Cheaper products B. Good ambience for pleasurable shopping experience C. Providing value for money to the customers D. Offering best quality products</p>	A
12	<p>These type of retailers would try to avoid price competition</p> <p>A. Speciality shops B. Supermarkets C. Discount houses D. Conventional retailers</p>	D
13	<p>A small independent unit located in busy places like airports, bust & railway stations, selling soft drinks, cigarettes, beverages and open on three sides to handle the customer rush is known as</p> <p>A. Stop-over store B. Convenience store C. Kiosk D. Discount store</p>	C
14	<p>The retailer is able to provide the service to the customers by</p> <p>(i) Merchandising (ii) Service (iii) Format used (iv) Communication process used</p> <p>A. Only (i) B. All (i), (ii), (iii) & (iv) C. (i) & (ii) D. (i), (ii) (iv)</p>	B

15	A decision related to the product variety and assortment is called as A. Merchandise planning B. Merchandising C. Merchandising strategy D. None of the above	A
16	Which of the following factor impact the width & depth of the goods stored? A. Relationship with the suppliers B. The space availability C. Availability of trained personnel D. All of the above E. None of the above	D
17	This is one of the important function of retailing A. Social responsibility B. Stock holding & risk taking C. Fund mobilization D. None of the above	B
18	One of the most important advantage of e-tailing over store shopping is that it facilitates _____ shopping A. Home B. Any-time C. Comparison D. Regular	A
19	One of the major disadvantage of e-tailing is that, in it a consumer cannot touch or _____ the product A. Evaluate B. Compare C. Feel D. See	C
20	One of the characteristics of retail business is that, the order size tend to be small, but _____ A. Regular B. Occasional C. Consistent D. many	D
21	A store selling standard merchandise at low price and for low margins is known as _____ A. General store B. Convenience store C. Discount store D. Departmental store	C
22	A franchisee sells a producer's products _____ A. Exclusively B. Regularly C. Mostly	A

	D. occasionally	
23	Modern retailing systems believes in large volumes at low margins but are NOT characterised by _____ service. A. Maximum B. Optimum C. Personalised D. Minimal	C
24	Merchandise planning relates to merchandise variety and _____ A. Assortment B. Depth C. Width D. choice	A
25	Retailer is the person who sells the goods in _____ A. Large volume B. Small quantities C. Both A & B D. None of the above	B
26	A retailer has the direct interaction with _____ A. Manufacturer B. Wholesaler C. Customer D. All of the above	D
27	Which one of the following is NOT one of the activities performed by the retailers: A. Keep large assortment of goods B. Ensure availability and visibility of the products C. Cater to a limited variety of customers D. Holding stock and managing inventory	C
28	Providing convenience to the shoppers is the _____ aspect of store design A. Important B. Social C. Financial D. functional	D
29	The store ambience is considered to be as a _____ aspect of store design A. Unique B. Social C. Financial D. Functional	B
30	'Subway' fast food outlets displaying the detailed menu options at prominent place is an example of _____ aspect of store design A. Functional B. Convenience C. Social D. Service	A

31	_____ is the key task of the retailers A. Crisis management B. Risk management C. Inventory management D. All of the above	D
32	All of the following are possible types of service that a retailer can offer except _____ A. Self service B. Limited service C. Full service D. Self-selection	B
33	The best way a retailer can differentiate himself in the competitive environment is A. Increase advertisement of the store and merchandise B. Offer lowest prices C. Always be well stocked with basic merchandise that the customer would expect to find D. Not sell any of the merchandise brand that the competitors are selling	C

