

30 Lecture - MGT211

Important Mcqs

1. Which of the following is not a function of wholesalers?

- a) Bulk purchasing
- b) Transportation
- c) Product display
- d) Warehousing

Answer: c) Product display

2. Which of the following is a characteristic of retailing?

- a) Selling goods in large quantities
- b) Selling goods to intermediaries
- c) Selling goods directly to consumers
- d) Selling goods through e-commerce only

Answer: c) Selling goods directly to consumers

3. Which of the following is not a component of physical distribution?

- a) Transportation
- b) Inventory management
- c) Product display
- d) Order processing

Answer: c) Product display

4. Which of the following is not a type of retailer?

- a) Department store
- b) Convenience store
- c) Factory outlet
- d) Manufacturer

Answer: d) Manufacturer

5. Which of the following is not a function of retailers?

- a) Product display
- b) After-sales support
- c) Bulk purchasing
- d) Customer service

Answer: c) Bulk purchasing

6. Which of the following is not a benefit of effective physical distribution?

- a) Reduced costs
- b) Increased customer satisfaction
- c) Improved inventory management
- d) Decreased transportation efficiency

Answer: d) Decreased transportation efficiency

7. Which of the following is not a type of wholesaler?

- a) Merchant wholesaler

- b) Retailer
- c) Agent/broker
- d) Manufacturer's sales branch or office

Answer: b) Retailer

8. **Which of the following is not a factor to consider when choosing a distribution channel?**

- a) Target market
- b) Product characteristics
- c) Competitor's pricing
- d) Company's resources and capabilities

Answer: c) Competitor's pricing

9. **Which of the following is not a type of physical distribution system?**

- a) Direct distribution
- b) Indirect distribution
- c) Selective distribution
- d) Exclusionary distribution

Answer: d) Exclusionary distribution

10. **Which of the following is not a benefit of using intermediaries in the distribution process?**

- a) Increased market coverage
- b) Reduced costs
- c) Increased control over distribution
- d) Decreased customer satisfaction

Answer: d) Decreased customer satisfaction