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