28 Lecture - MGT301

Important Mcqs

1. Which of the following is not a component of the marketing channel?

- a) Manufacturer
- b) Wholesaler
- c) Retailer
- d) Customer

Answer: d) Customer

2. Which of the following is not a type of marketing intermediary?

- a) Agent
- b) Retailer
- c) Distributor
- d) End-user

Answer: d) End-user

3. The process of selecting channel members based on certain criteria is known as:

- a) Channel design
- b) Channel management
- c) Channel evaluation
- d) Channel promotion

Answer: a) Channel design

4. Which of the following is not a factor to consider when selecting a channel partner?

- a) Reputation
- b) Geographic location
- c) Sales volume
- d) Gender

Answer: d) Gender

5. What is the primary role of a retailer in the marketing channel?

- a) To buy products from manufacturers
- b) To store products for later use
- c) To sell products to end-users
- d) To advertise products to potential customers

Answer: c) To sell products to end-users

6. What is a common goal of all marketing channels?

- a) To minimize costs
- b) To maximize profits
- c) To increase customer satisfaction
- d) To reduce competition

Answer: c) To increase customer satisfaction

7. Which of the following is a disadvantage of using a direct distribution channel? a) Lower costs

- b) Greater control over marketing activities
- c) Limited reach

d) Increased competition

Answer: c) Limited reach

- 8. What is the main difference between intensive, selective, and exclusive distribution strategies?
 - a) The number of intermediaries involved
 - b) The geographic scope of the strategy
 - c) The level of control the manufacturer has over the intermediaries
 - d) The pricing strategy used by the manufacturer

Answer: a) The number of intermediaries involved

9. What is the purpose of a physical distribution system?

- a) To transport products from the manufacturer to the retailer
- b) To store products for later use
- c) To package products for shipping
- d) To promote products to potential customers

Answer: a) To transport products from the manufacturer to the retailer

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

- a) Transportation
- b) Warehousing
- c) Promotion
- d) Inventory management

Answer: c) Promotion