## 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