

28 Lecture - MGT301

Important Mcqs

- Which of the following is not a component of the marketing channel?**
 - Manufacturer
 - Wholesaler
 - Retailer
 - Customer**Answer: d) Customer**
- Which of the following is not a type of marketing intermediary?**
 - Agent
 - Retailer
 - Distributor
 - End-user**Answer: d) End-user**
- The process of selecting channel members based on certain criteria is known as:**
 - Channel design
 - Channel management
 - Channel evaluation
 - Channel promotion**Answer: a) Channel design**
- Which of the following is not a factor to consider when selecting a channel partner?**
 - Reputation
 - Geographic location
 - Sales volume
 - Gender**Answer: d) Gender**
- What is the primary role of a retailer in the marketing channel?**
 - To buy products from manufacturers
 - To store products for later use
 - To sell products to end-users
 - To advertise products to potential customers**Answer: c) To sell products to end-users**
- What is a common goal of all marketing channels?**
 - To minimize costs
 - To maximize profits
 - To increase customer satisfaction
 - To reduce competition**Answer: c) To increase customer satisfaction**
- Which of the following is a disadvantage of using a direct distribution channel?**
 - 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