



M COM ENTRANCE

MARKETING MANAGEMENT PRACTICE QUESTIONS

CH5 : DISTRIBUTION DECISION

1. The most appropriate concept to be adopted for physical distribution of goods is:
 - A Marketing Concept
 - B Total Cost Concept
 - C Selling Concept
 - D System Concept
2. Which of the following is the function of distribution channel?
 - A Fixing Prices
 - B Communication of decisions
 - C Promotional Activities
 - D All of the above
3. The choice of distribution channel is affected by:
 - A Market consideration
 - B Product consideration
 - C Middle man consideration
 - D All of the above
4. Which of the following activities are covered under physical distribution?
 - A Inventory
 - B Packaging
 - C Transportation
 - D All of the above
5. Which one of the following is not the mode of Direct Distribution System ?
 - A Trading mediators
 - B Vending machines
 - C Own sales depot
 - D Franchise shops
6. Which one of the following is not the mode of Direct Distribution system ?
 - A Multiple shops
 - B Door to door selling
 - C Broking agent
 - D Direct mail order
7. All the activities involved in selling goods or services directly to final consumers for personal or business uses are done by
 - A Wholesalers
 - B Retailers

- C** Mediators
 - D** Commission Agents
8. Physical distribution provides
- A** Place utility
 - B** Time utility
 - C** Place and Time utility
 - D** Form utility
9. Non-store marketing includes
- A** Home selling
 - B** V.P.P.
 - C** Vending Machines
 - D** All of the above
10. Who plays their significant role in distribution of goods when they do not sell to ultimate users or consumers?
- A** Retailer
 - B** Wholeseller
 - C** Mediator
 - D** Commission agent
11. Public distribution system relates to
- A** Marketing system
 - B** Retailing system
 - C** Industrial system
 - D** Selling system
12. Consider the following statements and find out the correct alternative from the codes given below :
- (i) A good salesman is one who can sell refrigerator to an Eskimo.
 - (ii) Salesmen are born, not made.
 - (iii) Physical distribution is an area where high cost-savings is possible.
- Codes :
- A** (i) and (iii) are correct.
 - B** (i) and (ii) are correct.
 - C** (ii) and (iii) are correct.
 - D** All are correct.
13. The most important retail marketing decision a retailer has to make is to
- A** select the product assortment.
 - B** identify its target market.
 - C** choose the desired service level.
 - D** develop an effective store atmosphere.
14. Manufacturers of convenience goods typically seek _____ distribution.
- A** Exclusive
 - B** Intensive
 - C** Restrictive
 - D** Selective
15. Manufacturers of cars and motor cycles typically seek _____ distribution.

- A selective
- B intensive
- C exclusive
- D restrictive