

Part	sub/obj	Marks	Question	Answer Option 1	Answer Option 2	Answer Option 3	Answer Option 4	Correct Answer(A/B/C/D)	CO	Bloom's Taxonomy Level
A	obj	1	_____ is a distribution system that involves territorial protection for authorized dealers.	Direct Distribution	Indirect Distribution	Exclusive Distribution	Intensive Distribution	C	CO1	L2
A	obj	1	Basic functions in warehousing are	Handling	Storage	Information transfer	All of the above	D	CO1	L2
A	obj	1	_____ are at the end of the supply chain in Distribution.	Distributor	Customer	Retailers	Wholesaler	C	CO1	L2
A	obj	1	Duties and responsibilities of a sales executive are not	Conducts calls prospects and qualities and qualities account opportunities	Develop a detailed territory plan	Develop a detailed budgeting plan	Act as a resource for multiple industries	D	CO1	L2
A	obj	1	Functions of logistics management involves –	Right time	Right price	Right quality & prod	All of the above	D	CO1	L2
A	obj	1	_____ is a distribution strategy that strives to have the firm represented in the maximum number of outlets.	Direct Distribution	Indirect Distribution	Exclusive Distribution	Intensive Distribution	D	CO1	L2
A	obj	1	_____ consists of the sale of goods or merchandise for personal or household consumption either from a fixed location.	Wholesaling	Retailing	Distribution	Selling	B	CO1	L2
A	obj	1	Avon, Amway and Tupperware use _____.	Direct Marketing Channel	Indirect Distribution Channel	Exclusive Distribution Channel	Intensive Marketing Channel	A	CO2	L3
A	obj	1	_____ is a distribution system in which the ultimate buyer acquires the title directly from the manufacturer of the product.	Direct Distribution	Indirect Distribution	Exclusive Distribution	Intensive Distribution	A	CO1	L2
A	obj	1	Members of the marketing channel system perform the _____ function.	Production	Sensing	Negotiation	Bartering	C	CO1	L2
A	obj	1	When does conflict in marketing channel happens?	when the other fails to commit	when the other steals a product	when there is conflict in the goal	None of above	C	CO2	L2
A	obj	1	The handling and organizing of materials, equipment, goods, and workers is called.....	Automation	Logistics	Operations	None of the above	B	CO1	L2
A	obj	1	Many products require service after the sale ----> Statement A)- Channel members are much more likely to enthusiastically support new products that they have played a part in developing. Statement B)- Manufacturers of products should make some provision for after-sale service.	Only statement A is true	Only statement B is true	Either A or B is true	Neither A nor B is true	B	CO1	L2

Part	sub/obj	Marks	Question	Answer Option 1	Answer Option 2	Answer Option 3	Answer Option 4	Correct Answer(A/B/C/D)	CO	Bloom's Taxonomy Level
A	obj	1	Sunita used to buy furniture directly from a manufacturer or producer. What type of marketing channel does Monyeka is exercising?	Two-level channel	Three-level channel	Zero-level channel	One-level channel	C	CO2	L2
A	obj	1	“Franchising” is a form of what type of channel?	Dual marketing channel	Dual distribution channel	Distribution channel	Marketing channel	B	CO1	L2
A	obj	1	Statement A: Retailers and wholesalers often take disadvantage of price promotions so as to maximize their profit potential whether or not it helps the manufacturer or the final consumer. Statement B: Price promotion strategies should be designed to be at least as attractive to retailers as they are to consumers	Only statement A is true	Only statement B is true	Either A or B is true	Neither A nor B is true	B	CO2	L2
A	obj	1	Statement A: It is not unusual for channel members to need special education or training provided by the manufacturer in order to sell new products successfully. Statement B: The manufacturer should try to learn whether channel members feel competent to handle their new products.	Only statement A is true	Only statement B is true	Either A or B is true	Neither A nor B is true	C	CO1	L2
A	obj	1	Big Bazaar is a retail mart which buys products directly from the manufacturer and makes it available to the consumer. Big Bazaar is an example of what type of marketing channel?	Zero-level channel	Two-level channel	Three-level channel	One-level channel	D	CO2	L2
A	obj	1	Physical distribution includes what activities?	Transportation, storage, product handling and information processing	Transportation, storage, product handling	Storage, product handling and information processing	Transportation, storage and information processing	A	CO1	L2
A	obj	1	What specialized services do wholesalers NOT offer?	Marketing research	Legal services	Individualized branding and packaging services	Computer technology to process orders faster	B	CO1	L2
A	obj	1	Which technology trends have transformed the Transportation, Distribution & Logistics industry?	electronic data interchange	radio frequency identification	Both	None	C	CO1	L2

Part	sub/obj	Marks	Question	Answer Option 1	Answer Option 2	Answer Option 3	Answer Option 4	Correct Answer(A/B/C/D)	CO	Bloom's Taxonomy Level
A	obj	1	Channel Sales Manager in a firm must constantly monitor competitors' activities-their products, prices, distribution, and promotional efforts-because	The competitors may be violating the law and can be reported to the authorities	The actions of competitors may threaten the monopoly position of the firm in its industry	New product offerings by a competitor with the resulting competitive variations may require adjustments to one or more components of the firm's marketing mix	The actions of competitors may create an oligopoly within an industry	C	CO1	L2
A	obj	1	Fast moving products require a storage system that supports ...	First in First out (FIFO)	Last in First Out (LIFO)	Shelf Life Expiration Date (SLED)	Highest in, first out (HIFO)	A	CO2	L2
A	obj	1	Distributing products to one intermediary within a protected territory of a geographic area; high profit margin	Selective Distribution	Exclusive Distribution	Physical Distribution	Intensive Distribution	B	CO1	L2
A	obj	1	Buyers of large quantities of a product; store merchandise and resell to other businesses.	Drop Shippers	Intermediaries	Wholesalers	Brokers	C	CO1	L2
A	obj	1	What kind of intermediary is Spencer?	Wholesaler	Distributor	Supplier	Modern trade retailer	D	CO2	L2
A	obj	1	Rolex sells its watches through a number upmarket retail partners (e.g. department stores and jewellers) with comparatively few stores. What is this type of distribution strategy called?	selective distribution	exclusive distribution	marketing distribution	mass distribution	A	CO2	L2
A	obj	1	Transportation is used by businesses for the delivery of goods from distant suppliers.	Air	Sea	Rail	Road	B	CO1	L2
A	obj	1	___ is responsible for ensuring that product in distribution and reseller locations gets sold out.	Companies	Clear segmentation	Channel marketing	None of above	C	CO1	L2
A	obj	1	The best strategy used for snack foods, soft drinks, candies and gum is	Exclusive distribution	Intensive distribution	Selective distribution	None of the above	B	CO2	L2
A	obj	1	When a manufacturer threatens to terminate a relationship or withdraw a resource if intermediaries fail to cooperate it is	Coercive power	Channel power	Reward power	Legitimate power	A	CO1	L2
A	obj	1	Which type of product might require a more direct marketing channel to avoid delays and too much handling?	lower-priced products	products in their decline stage	high-priced products	perishable products	D	CO2	L2
A	obj	1	Which of the following should be the first step in designing a marketing channel?	identifying channel objectives	evaluating intermediaries	analysing channel alternatives	identifying what consumers want from the channel	D	CO1	L2
A	obj	1	Which of the following transportation modes is used for digital products?	The Internet	Air	Trucks	Rail	A	CO2	L2

Part	sub/obj	Marks	Question	Answer Option 1	Answer Option 2	Answer Option 3	Answer Option 4	Correct Answer(A/B/C/D)	CO	Bloom's Taxonomy Level
A	obj	1	The four elements; channels of distribution, transportation, warehousing and inventory constitute _____.	Promotion mix.	Marketing mix.	Distribution mix	Product mix	C	CO1	L2
A	obj	1	Today, a growing number of firms now outsource some or all their logistics to _____.	Cross-functional teams	Competitors	Third-party logistics providers	Channel members	C	CO1	L2
A	obj	1	McDonald's and KFC are good examples of: _____.	Distributors.	Franchising.	Merchant.	Retailers	B	CO2	L2
A	obj	1	Those who does not take title of market offering and represents sellers and buyers while performing fewer functions are called as _____.	Broker	Agents	Drop shipper	Web-wholesaler	B	CO1	L2
A	obj	1	Reverse logistic is required because _____.	Goods are defective	The customers change their mind	Goods are unsold	All of the above	D	CO1	L2
A	obj	1	Which of the following is true for market logistic decision _____.	The physical material moves in the direction of the end of chain	Flow of cash backwards through the chain	Exchange of information moves in both the direction	All of the above	D	CO1	L2