

SET	TYPE	MARKS	QUESTION	CO	PI	Bloom's Level	Accessible For	ANSWER-ONE	ANSWER-ONE-STATUS	ANSWER-TWO	ANSWER-TWO-STATUS	ANSWER-THREE	ANSWER-THREE-STATUS	ANSWER-FOUR	ANSWER-FOUR-STATUS
A	SINGLE-CORRECT	1	Assertion: Distribution management primarily drives product manufacturing. Conclusion: Distribution management does not involve logistics and transportation.	CO2		Analyze	My Institute	Both the assertion and conclusion are true.	Incorrect	The assertion is true, but the conclusion is false.	Correct	The assertion is false, but the conclusion is true.	Incorrect	Both the assertion and conclusion are false.	Incorrect
A	SINGLE-CORRECT	1	Assertion: Just-in-time (JIT) inventory systems are commonly used in distribution management. Conclusion: JIT reduces holding costs and improves efficiency.	CO2		Analyze	My Institute	Both the assertion and conclusion are true.	Correct	The assertion is true, but the conclusion is false.	Incorrect	The assertion is false, but the conclusion is true.	Incorrect	Both the assertion and conclusion are false.	Incorrect
A	SINGLE-CORRECT	1	Assertion: Efficient distribution management can lead to lower transportation costs. Conclusion: Lower transportation costs always result in higher profitability.	CO2		Analyze	My Institute	Both the assertion and conclusion are true.	Incorrect	The assertion is true, but the conclusion is false.	Correct	The assertion is false, but the conclusion is true.	Incorrect	Both the assertion and conclusion are false.	Incorrect
A	SINGLE-CORRECT	1	Assertion: Third-party logistics (3PL) providers offer comprehensive distribution solutions. Conclusion: Companies using 3PL services have no control over their distribution processes.	CO2		Analyze	My Institute	Both the assertion and conclusion are true.	Incorrect	The assertion is true, but the conclusion is false.	Correct	The assertion is false, but the conclusion is true.	Incorrect	Both the assertion and conclusion are false.	Incorrect
A	SINGLE-CORRECT	1	Assertion: E-commerce has revolutionized distribution management. Conclusion: Traditional brick-and-mortar retailers do not need effective distribution strategies.	CO2		Analyze	My Institute	Both the assertion and conclusion are true.	Incorrect	The assertion is true, but the conclusion is false.	Correct	The assertion is false, but the conclusion is true.	Incorrect	Both the assertion and conclusion are false.	Incorrect
A	SINGLE-CORRECT	1	Assertion: Centralized distribution systems have higher transportation costs compared to decentralized systems. Conclusion: Centralized systems offer better inventory management capabilities.	CO2		Analyze	My Institute	Both the assertion and conclusion are true.	Incorrect	The assertion is true, but the conclusion is false.	Correct	The assertion is false, but the conclusion is true.	Incorrect	Both the assertion and conclusion are false.	Incorrect
A	SINGLE-CORRECT	1	Collaborative forecasting and planning can help reduce excess inventory in distribution. Conclusion: Collaborative forecasting is only relevant for manufacturers, not distributors.	CO2		Analyze	My Institute	Both the assertion and conclusion are true.	Incorrect	The assertion is true, but the conclusion is false.	Correct	The assertion is false, but the conclusion is true.	Incorrect	Both the assertion and conclusion are false.	Incorrect

A	SINGLE-CORRECT	1	Assertion: A direct distribution channel involves intermediaries between the manufacturer and the end consumer. Conclusion: Direct distribution channels are less efficient than indirect channels.	CO2		Analyze	My Institute	Both the assertion and conclusion are true.	Incorrect	The assertion is true, but the conclusion is false.	Incorrect	The assertion is false, but the conclusion is true.	Correct	Both the assertion and conclusion are false.	Incorrect
A	SINGLE-CORRECT	1	Assertion: Demand forecasting is crucial in distribution management for inventory planning. Conclusion: Accurate demand forecasting eliminates the need for safety stock.	CO2		Analyze	My Institute	Both the assertion and conclusion are true.	Incorrect	The assertion is true, but the conclusion is false.	Correct	The assertion is false, but the conclusion is true.	Incorrect	Both the assertion and conclusion are false.	Incorrect
A	SINGLE-CORRECT	1	___ is responsible for ensuring that product in distribution and reseller locations gets sold out.	CO1		Remember	My Institute	Channel marketing	Correct	Companies	Incorrect	Clear segmentation	Incorrect	Value add Reseller	Incorrect
A	SINGLE-CORRECT	1	___ consists of the sale of goods or merchandise for personal or household consumption either from a fixed location.	CO1		Remember	My Institute	Wholesaling	Incorrect	Retailing	Correct	Distribution	Incorrect	Selling	Incorrect
A	SINGLE-CORRECT	1	The logistics partner usually takes care of everything.	CO1		Remember	My Institute	Outbound logistics	Incorrect	Inbound logistics	Incorrect	Relationships	Incorrect	Information	Incorrect
A	SINGLE-CORRECT	1	___ is a network of manufacturer suppliers and suppliers. Suppliers on the one hand and customers and customer's customer on the other hand.	CO1		Remember	My Institute	ERP	Incorrect	SCM	Correct	DRP	Incorrect	SCI	Incorrect
A	SINGLE-CORRECT	1	When designing a distribution channel, what factor should be considered when selecting intermediaries?	CO1		Remember	My Institute	Intermediary profitability	Incorrect	Intermediary location	Incorrect	Intermediary's competition	Incorrect	All of the above	Correct
A	SINGLE-CORRECT	1	When evaluating potential intermediaries in the distribution channel design process, what factor should you consider most regarding their financial stability?	CO1		Remember	My Institute	Their market share	Incorrect	Their ability to offer exclusive distribution	Incorrect	Their capacity to invest in inventory and promotion	Correct	Their location in the target market	Incorrect
A	SINGLE-CORRECT	1	The distribution strategy involves	CO1		Remember	My Institute	Setting Distribution Objectives	Incorrect	Finalizing the set of activities	Incorrect	Organizing the activities	Incorrect	Developing policy guidelines	Incorrect

A	MULTIPLE-CORRECT	1	Which of the following is not the part of ex ante phase of distribution	CO1		Remember	My Institute	Design of the channel Structure	Incorrect	Establishing the Channel	Incorrect	Motivating the Channel Members	Correct	Resolving Conflict among channel members	Correct
A	SINGLE-CORRECT	1	Which of following is not important factors affecting the designing of the marketing channel	CO2		Remember	My Institute	strategic objectives	Incorrect	product portfolio	Incorrect	target market	Incorrect	technological advancement	Incorrect
A	SINGLE-CORRECT	1	Put the following Channel Design Decision steps in the correct sequence A-Identifying the major channel alternatives. B- Establishing Objectives and constraints C- Analysing customerdesired output level. D- Evaluating the major channel alternatives	CO2		Remember	My Institute	A-B-C-D	Incorrect	C-B-A-D	Correct	A-D-B-C	Incorrect	D-C-A-D	Incorrect
A	SINGLE-CORRECT	1	Analyzing Customer Desired service Output Levels does not require considering	CO2		Remember	My Institute	Lot size	Incorrect	Waiting Time	Incorrect	Saptial Convenience	Incorrect	Prodict Variety	Incorrect
A	SINGLE-CORRECT	1	What is the correct sequence of steps in the channel design process?	CO2		Analyze	My Institute	Identifying customer needs, Setting channel objectives, Selecting channel partners, Evaluating channel performance.	Correct	Setting channel objectives, Identifying customer needs, Evaluating channel performance, Selecting channel partners.	Incorrect	Evaluating channel performance, Selecting channel partners, Identifying customer needs, Setting channel objectives.	Incorrect	Selecting channel partners, Evaluating channel performance, Setting channel objectives , Identifying customer needs.	Incorrect
A	SINGLE-CORRECT	1	In the channel design process, what step typically focuses on choosing intermediaries such as wholesalers, retailers, and agents?	CO1		Remember	My Institute	Identifying customer needs.	Incorrect	Setting channel objectives.	Incorrect	Evaluating channel performance.	Incorrect	Selecting channel partners.	Correct
A	SINGLE-CORRECT	1	Which of the following is NOT a common method for motivating channel partners?	CO1		Remember	My Institute	Offering financial incentives and rewards.	Incorrect	Providing training and support.	Incorrect	Increasing channel partner fees.	Correct	Recognizing and appreciating their efforts.	Incorrect

A	SINGLE-CORRECT	1	Which of the following is an example of a non-financial incentive that can motivate channel partners?	CO1		Remember	My Institute	Increasing their commission rates.	Incorrect	Providing free advertising materials.	Correct	Reducing their fees.	Incorrect	Reducing the quality of products.	Incorrect
A	SINGLE-CORRECT	1	Which of the following is the correct example of Referent power in a distribution system?	CO1		Remember	My Institute	A distributor offering higher commission rates to its channel partners.	Incorrect	A manufacturer providing extensive training and support to its retailers.	Incorrect	A channel partner being highly respected and admired by other partners, influencing their decisions.	Correct	A company reducing the prices of its products to incentivize channel partners.	Incorrect
A	SINGLE-CORRECT	1	What does "Omni-Channel" refer to in the context of retail and customer experience?	CO1		Remember	My Institute	A single sales channel used exclusively by online retailers.	Incorrect	A multi-channel approach where customers can interact with a brand across various channels seamlessly.	Correct	A specialized channel for luxury brands.	Incorrect	A channel primarily used for wholesale distribution.	Incorrect
A	SINGLE-CORRECT	1	What does VMS stand for in marketing?	CO1		Remember	My Institute	Vendor Management System	Incorrect	Vertical Marketing System	Correct	Virtual Market Share	Incorrect	Value Marketing Strategy	Incorrect
A	SINGLE-CORRECT	1	Which of the following is a characteristic of a VMS?	CO1		Remember	My Institute	It involves independent firms at different levels of the distribution chain.	Incorrect	It promotes competition among channel members.	Incorrect	It has a unified distribution channel under a single ownership.	Correct	It encourages each channel member to operate independently.	Incorrect
A	SINGLE-CORRECT	1	When designing channel strategies, what should a business consider to ensure effectiveness?	CO3		Analyze	My Institute	Reducing competition among channel partners.	Incorrect	Aligning strategies with overall business goals and customer needs.	Correct	Eliminating all intermediaries in the distribution network.	Incorrect	Decreasing the complexity of the distribution network.	Incorrect

A	SINGLE-CORRECT	1	Which of the following is an example of integrative distribution?	CO2		Analyze	My Institute	A manufacturer selling its products directly to consumers through an online store.	Correct	A retailer purchasing products from multiple wholesalers.	Incorrect	A manufacturer using multiple distributors to reach different geographic regions.	Incorrect	A retailer collaborating with a manufacturer to offer exclusive products.	Incorrect
A	SINGLE-CORRECT	1	Which of the following industries is known for adopting integrative distribution strategies effectively?	CO2		Analyze	My Institute	Manufacturing of industrial machinery.	Incorrect	Traditional grocery retail.	Incorrect	Book publishing.	Correct	Real estate.	Incorrect
A	SINGLE-CORRECT	1	What is the potential effect of excessive channel redundancy in a distribution system?	CO3		Analyze	My Institute	Improved supply chain efficiency.	Incorrect	Enhanced brand reputation.	Incorrect	Increased operating costs and decreased profitability.	Correct	Decreased channel partner competition.	Incorrect
A	SINGLE-CORRECT	1	XYZ Electronics is a manufacturer of smartphones. They have a well-established network of authorized retailers and an online store for selling their products. Recently, XYZ Electronics offered exclusive discounts to customers who purchased directly from their website, resulting in a dispute with their authorized retailers. This scenario represents:	CO3		Apply	My Institute	Horizontal conflict.	Incorrect	Vertical conflict.	Correct	Intercultural conflict.	Incorrect	Internal conflict.	Incorrect
A	SINGLE-CORRECT	1	What types of partners can be managed using a Partner Management System?	CO1		Remember	My Institute	Only employees.	Incorrect	Only customers.	Incorrect	Both internal and external partners, including distributors, suppliers, and resellers.	Correct	Only suppliers.	Incorrect
A	SINGLE-CORRECT	1	Which of the following is a variable cost in a distribution system?	CO2		Remember	My Institute	Rent for a warehouse	Incorrect	Salaries of permanent staff	Incorrect	Insurance premiums	Incorrect	Packaging materials	Correct

A	SINGLE-CORRECT	1	What is the purpose of calculating the cost-to-serve in a distribution system?	CO2		remember	My Institute	To determine the total revenue	Incorrect	To identify profitable customer segments	Correct	To establish a distribution network	Incorrect	To track employee productivity	Incorrect
A	SINGLE-CORRECT	1	Which term refers to the practice of increasing the selling price of a product to cover distribution costs and generate a profit?	CO2		Remember	My Institute	Cost-plus pricing	Correct	Variable costing	Incorrect	Break-even analysis	Incorrect	Price Differentiation	Incorrect
A	SINGLE-CORRECT	1	What cost category includes expenses related to training distribution personnel and maintaining distribution equipment?	CO2		Evaluate	My Institute	Handling cost	Incorrect	Labor cost	Incorrect	Overhead cost	Incorrect	Maintenance cost	Correct
A	SINGLE-CORRECT	1	What is the role of order processing in distribution?	CO2		Evaluate	My Institute	Managing inventory levels	Incorrect	Delivering products to customers	Incorrect	Handling customer inquiries	Incorrect	Streamlining the order-to-delivery process	Correct
A	SINGLE-CORRECT	1	How can a well-executed distribution strategy influence customer loyalty?	CO1		Remember	My Institute	By offering the lowest prices	Incorrect	By providing exceptional customer service	Correct	By having a diverse product range	Incorrect	By minimizing advertising efforts	Incorrect



All of the above	Correct			
BPR	Incorrect			
All of the above	Correct	None of these	Incorrect	



None of these	Incorrect			
competitions	Incorrect	Sales Promotion	Correct	
Service Recovery	Correct			



All of the above	Incorrect			
None of these	Incorrect			

None of these	Incorrect			
None of these	Incorrect			
All of the above	Incorrect	None of these	Incorrect	