

MCQ's Unit-I: Introduction to Sales and Distribution Management

1. Avon, Amway, and Tupperware use which of the following forms of channel distribution?
 - a. **direct marketing channel**
 - b. indirect marketing channel
 - c. forward channel
 - d. fashion channel

2. From the economic system's point of view, the role of marketing intermediaries is to transform:
 - a. raw products into finished products.
 - b. consumer needs into producer needs.
 - c. consumer needs and wants into product desires.
 - d. **assortments of products made by producers into the assortments wanted by consumers.**

3. When the manufacturer establishes two or more channels catering to the same market, then occurs.
 - (a) Vertical channel conflict
 - (b) Horizontal channel conflict
 - (c) **Multi channel conflict**
 - (d) None of the above

4. A distribution channel moves goods and services from producers to consumers. It overcomes the major time, place, and _____ gaps that separate goods and services from those who would use them.
 - a. **possession**
 - b. profit
 - c. image
 - d. psychological

5. Through their contacts, experience, specialization, and scale of operation, _____ usually offer the firm more than it can achieve on its own.
 - a. manufacturers
 - b. producers
 - c. direct marketers
 - d. **intermediaries**

6. Makers of televisions, cameras, tires, furniture, and major appliances normally use which of the following distribution channel forms?
- direct marketing channel
 - indirect marketing channel**
 - horizontal channel
 - synthetic channel
7. Using manufacturer's representatives or sales branches is usually a characteristic of which of the following channel forms?
- business marketing channels
 - customer marketing channels
 - service marketing channels
 - direct marketing channels
8. Transporting and storing goods is part of which of the following marketing channel functions?
- negotiation
 - physical distribution**
 - contact
 - matching
9. Who sells to the customers?
- Semi wholesalers
 - Wholesalers
 - Retailer**
 - Distributor
10. The benefits of marketing channels are.....
- Cost saving
 - Time saving
 - Financial support given
 - All of above**
11. _____ is a layer of intermediaries that performs some work in bringing the product and its ownership closer to the buyer.
- A direct marketing channel
 - An indirect marketing channel
 - A channel level**
 - A channel switching system

12. Which of the following statements about sales force management is true?

a. The sales force is the firm's most direct link to the customer

b. The statement, "The world will beat a path to your door if you build a better mousetrap," reflects how business operates today

c. As organizations implement the marketing concept, they soon realize how important it is to be sales-oriented

d. Personal selling is usually less expensive than advertising

e. Sales management is no different from any other kind of management

13. With respect to a channel of distribution, the number of intermediary levels within the channel indicates the _____ of a channel.

a. width

b. depth

c. length

d. similarity

14. Independent firms at different channel levels integrate their programs on a contractual basis to achieve systemic economies and increased market impact are known as.....

a. Corporate vertical marketing systems

b. Contractual vertical marketing systems

c. Administered vertical

d. None of the above

15. Which of the following statements about the sales force in the 21st century is true?

a. Sales managers will use a hands-off approach and let the professional salesperson be his or her own boss

b. Transactional exchanges no longer occur

c. Sales management must be smart and nimble and provide technology-centered solutions to support the sales effort

d. Salespeople make little use of the Internet because they realize the importance of the personal touch

e. All of the above statements about the sales force in the 21st century are true

16. _____ is a marketing channel that has no intermediary levels.

a. direct marketing channel

b. indirect marketing channel

c. forward channel

d. hybrid channel

17. When channel members assume responsibility for one or more of the marketing flows over at least two separate levels of distribution manufacturing and wholesaling, in fact, such systems are synonymous with both forward and backward vertical integration is known as.....

- a. **Corporate vertical marketing systems**
- b. Contractual vertical marketing systems
- c. Administered vertical marketing systems
- d. None of the above

18. The difference between transactional selling and relationship selling is

- a. In transaction, selling buyers must pay cash
- b. In relationship selling, buyers and sellers must be related
- c. In transaction selling, sellers provide greater service
- d. **In relationship selling, sellers work to provide value to their customers**
- e. In transaction selling, the transaction is the beginning of a relationship

19. A _____ is a set of interdependent organizations involved in the process of making a product or service available for use of consumption by the consumer or business user.

- a. retailer
- b. wholesaler
- c. **distribution channel**
- d. middleman

20. The work of setting up objectives for selling activities, determining and scheduling the steps necessary to achieve these objectives is known as.....

- (a) Selling
- (b) Sales policy
- (c) Sales programme
- (d) **Sales planning**

21. Karen is studying the potential for selling her company's products in China. As part of her analysis, she is assessing the number, types and availability of wholesalers and retailers. Karen is studying the country's

- a. Natural conditions
- b. Technological feasibility
- c. Social and cultural norms
- d. **Distribution structure**
- e. Legal and political constraints

22. *Mr. Narayan*, the new national sales manager is learning about the internal organizational environment in her company. She will learn about all of the following EXCEPT

- a. Human resources
- b. Financial resources
- c. Service capabilities
- d. Social and cultural environment**
- e. Research and development activities

23. Which is not a strategic role of sales management?

- a. Tracking
- b. Reporting
- c. Delivery**
- d. Optimizes distribution

24. John, the sales manager for a building materials company, knows the customers in one profitable sales territory, are particularly hostile to women sales reps. John faces an ethical dilemma primarily in the area of:

- a. Determining compensation and incentives
- b. Equal treatment in hiring and promotion
- c. Respect for individuals in supervisory and training programs
- d. Fairness in the design of sales territories
- e. Fairness in the assignment of sales territories**

25. A large marketing intermediary, but not as large as a sole selling agent in terms of size, resources and territory of operation is known as.....

- a. Wholesaler**
- b. Sole selling agent
- c. Direct marketing channel
- d. Semi-wholesalers

26. Many firms use environmental scanning to assess their external environment. Environmental scanning should be used to

- a. Respond to current crises
- b. Identify future threats and opportunities**
- c. Determine personnel performance
- d. Allocate financial resources
- e. Assist with service delivery

27. Sarah and Steve are sales reps for a major pharmaceutical company in the same geographic area. Sarah calls on private practice physicians, while Steve calls on hospital groups. Their sales manager would likely have an ethical dilemma in the area of:

a. Determining compensation and incentives

- b. Equal treatment in hiring and promotion
- c. Respect for individuals in supervisory and training programs
- d. Fairness in the design of sales territories
- e. Fairness in the assignment of sales territories

28. What is the full form of CIS?

- a. Channel information system
- b. Channel induced system
- c. Channel information system**
- d. Channel incorporated system

29. Which of the following is an example of the external natural environment for a manufacturer of metal lawn furniture?

- a. A longer than usual distribution channel due to a rail strike
- b. Consumer trend toward treating gardens like another room
- c. The popularity of metal lawn furniture that looks vintage rather than newly bought
- d. A flood at the manufacturer's main warehouse**
- e. Inflationary pricing by competitors

30. What is the full form of VMS?

- a. Velocity moving system
- b. Vertical marketing system**
- c. Vertical moving system
- d. Very moveable system