**Introduction to Marketing**

**Home Work 4**

**Chapter 10: Channel Concepts**

***Following are:***

* 20 multiple choice questions drawn from Chapter 10 in the text, each worth five points.

1) The sets of firms that supply companies with the raw materials, components, parts, information, finances, and expertise needed to create products or services are known as \_\_\_\_\_\_\_\_.

A) retailers

B) upstream partners

C) distributors

D) downstream partners

E) distribution channels

2) Which of the following terms refers to the wholesalers and retailers that form a vital link between the firm and its customers?

A) factory-supply networks

B) downstream partners

C) resource banks

D) upstream partners

E) supply channels

3) The term "supply chain" is considered limited because it \_\_\_\_\_\_\_\_.

A) ignores the make-and-sell aspect of the market

B) suggests that planning begins with raw materials and factory capacity

C) takes a step-by-step, linear view of purchase-production-consumption activities

D) takes a sense-and-respond view of the market

E) suggests that planning starts with identifying the needs of target customers

4) The term "demand chain" is considered limited because it \_\_\_\_\_\_\_\_.

A) advocates a make-and-sell view of the market that relies on a responsive supply network

B) suggests that planning starts with raw materials, productive inputs, and factory capacity

C) takes a step-by-step, linear view of purchase-production-consumption activities

D) ignores the evolution of the global marketplace

E) overlooks the needs of target customers

5) A \_\_\_\_\_\_\_\_ is made up of the company, suppliers, distributors, and customers who partner with each other to improve the performance of the entire system.

A) value delivery network

B) horizontal channel

C) consumer base

D) product delivery network

E) product line

6) A \_\_\_\_\_\_\_\_ is a set of interdependent organizations that help make a product or service available for use or consumption by the consumer or business user.

A) product line

B) product delivery network

C) marketing channel

D) consumer base

E) resource bank

7) Which of the following is most likely true of marketing channel decisions?

A) They often involve long-term commitments to other firms.

B) They have minimal influence on the prices of products offered to customers.

C) They increase the amount of time a company spends connecting with customers.

D) The increase the amount of effort a company puts in to distribute goods.

E) They are easily altered, replaced, or discarded.

8) \_\_\_\_\_\_\_\_ play an important role in matching supply and demand by providing consumers with a broad assortment of products in small quantities.

A) Virtual banks

B) Intermediaries

C) Price consultants

D) Uniform-delivery networks

E) Upstream partners

9) From the economic system's point of view, the role of \_\_\_\_\_\_\_\_ is to transform the assortments of products made by producers into the assortments wanted by consumers.

A) upstream partners

B) marketing intermediaries

C) third-party logistics

D) price consultants

E) factory supervisors

10) A \_\_\_\_\_\_\_\_ is a layer of intermediaries that performs some work in bringing the product and its ownership closer to the final buyer.

A) product platform

B) channel level

C) resource bank

D) contact center

E) customer franchise

11) In a(n) \_\_\_\_\_\_\_\_ channel, the same member both produces and distributes a product or service to consumers.

A) tiered

B) direct

C) platform

D) vertical

E) exclusive

12) Which of the following companies uses a direct marketing channel?

A) Fishhooks, a factory which manufactures fishing equipment that it ships to hobby stores worldwide

B) Germfight, a factory which manufactures dental products that it distributes only to select department stores

C) Apple Blossoms, a company that sells its cosmetics exclusively through Ray's Retail Store

D) Holly Wreaths, a store which sells Christmas ornaments to customers via its online click-to-order catalogs

E) Showdown, a clothing store that stocks merchandise from different international brands

13) Lifebelt Insurance sells insurance only through its door-to-door salespeople. What type of marketing channel does Lifebelt use?

A) inclusive

B) multitiered

C) indirect

D) direct

E) selective

14) At its most basic form, a marketing channel consists of the producer and the \_\_\_\_\_\_\_\_.

A) retailer

B) sales agent

C) competitor

D) processor

E) consumer

15) A marketing channel which consists of one or more intermediaries is known as a(n) \_\_\_\_\_\_\_\_ marketing channel.

A) cyclic

B) upstream

C) looped

D) direct

E) indirect

16) Plasticine Palace supplies its products exclusively to Arts & Crafts, a chain of stationery stores across the country. The chain then makes the plasticine available to end-consumers. This is an example of \_\_\_\_\_\_\_\_.

A) a direct marketing channel

B) intensive distribution

C) an indirect marketing channel

D) disintermediation

E) extensive distribution

17) Which of the following is an example of an indirect marketing channel?

A) June Bride, which sells bridal gowns via its click-to-order online catalogs

B) Farmer Brown, who delivers fresh milk from his dairy to customers every morning

C) Wine & Dine, which sells its picnic hampers to select novelty stores across the country

D) Lifebelt Insurance, which sells life insurance through its door-to-door salespeople

E) Rhonda's Rental, which rents cars out to people for the day

18) The greater the number of channel levels in a marketing channel, the \_\_\_\_\_\_\_\_.

A) less distance between producer and end-consumer

B) greater the channel complexity

C) less time it takes for products to reach end-consumers

D) greater the control producers have over the distribution of their products

E) greater the control producers have over the demand of their products

19) Which of the following is a conventional consumer marketing channel?

A) producer to business distributor to end-consumer

B) producer to wholesaler to retailer to end-consumer

C) producer to end-consumer to business customer

D) producer to retailer

E) producer to business distributor to business customer

20) Which of the following is an indirect business marketing channel?

A) producer to retailer to business distributor

B) producer to wholesaler to retailer to end-consumer

C) producer to end-consumer to business distributor

D) producer to retailer

E) producer to business distributor to business customer