**Chapter 8 Multiple Choice Questions**

1. **In the Marketing Mix ‘distribution’ is the:**
2. Product
3. Physical Evidence
4. Place
5. Process
6. **Distribution of FMCGs to supermarkets is concerned with:**
7. Making sure suppliers stocks are in date
8. Ensuring the daily consumer demand is met
9. Delivering the same amount of product every day
10. Ensuring the trucks are filled to capacity
11. **Which of the following are not stakeholders in the distribution process?**
12. Professional Buyers
13. Logistics companies
14. Retailers and resellers
15. Promotional agencies
16. **The most important stakeholders in the demand chain are:**
17. Transport companies
18. Supermarket chains
19. Customers and consumers
20. Manufacturers and Producers
21. **New technologies have enhanced which of the following methods of distribution:**
22. Click and collect
23. Through a web site
24. Direct from the supplier
25. All of the above

1. **Value is:**
2. The difference between benefits and the cost of acquisition
3. The extra mark-up a retailer puts on suppliers’ prices
4. What consumers think when asked by researchers
5. The selling price less the cost of manufacture
6. **In a demand chain, which is not considered a flow?**
7. Ownership flow
8. Credit flow
9. Cash flow
10. Information flow
11. **If a product ordered on-line is not delivered as promised, who is usually blamed?**
12. The delivery organisation
13. The retailer
14. The web hosting organisation
15. The product manufacturer

1. **Which of the following would not normally be handled by a demand network?**
2. Digital information
3. Water and electricity
4. Telecommunications
5. Legal services
6. **A high level of added value will occur when:**
7. A sales person is involved.
8. The place utility is improved
9. A consumer can visit a retail outlet 24 hours a day
10. A product is delivered direct to the home
11. **The distribution of products and services needs to meet the expectations of:**
12. Wholesalers
13. Transport operators
14. Customers
15. Retailers
16. **The risk of demand chain failure is least when a Vertical Marketing System is:**
17. Corporate or wholly owned
18. A manufacturer - wholesaler franchise
19. An administered VMS
20. A wholesaler – retailer franchise
21. **Which of the following is not defined as a channel option?**
22. Intensive
23. Extensive
24. Selective
25. Exclusive

1. **When selecting a channel partner, which of the following is critical?**
2. Located close to the manufacturer’s premises
3. The management structures are similar
4. Do the two business cultures match?
5. Does the channel partner have a strategic plan for growth?
6. **Regular communication with channel partners benefits customers because:**
7. It helps build a relationship between partners
8. Consumers will experienced added value
9. The quality of service is likely to be better
10. All of the above
11. **When designing a logistics system, which Of the following need not be considered?**
12. Warehousing
13. Inventory management
14. Data management
15. Production management