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Courses » Marketing Management - II Announcements **Course** Ask a Question Progress FAQ



Unit 8 - Distribution

Register for
Certification exam

Course outline

How to access
the portal ?

Practice

Recap of
Marketing
Management 1
and Introduction
to the Concept
of Product

Design, Launch,
& Management
of Market
Offerings

Brand
Management

Brand
Management II

Pricing

Distribution

- Introduction to Distribution
- Types of Channel and their Dynamics
- Different Channel Options

Assignment 6

The due date for submitting this assignment has passed.

As per our records you have not submitted this assignment. **Due on 2019-03-13, 23:59 IS**

1) The channel partner for an air conditioner manufacturing firm informs the firm **1 point** regularly about new features customers are looking for in air conditioners. Here, the channel partner is performing the additional function of _____.

- Negotiation
- Product assembly
- Matching
- Marketing Research

No, the answer is incorrect.

Score: 0

Accepted Answers:
Marketing Research

2) High quality information and evaluation assistance are examples of _____ wants and needs. **1 point**

- Shopping
- Buying
- Service
- None of these

No, the answer is incorrect.

Score: 0

Accepted Answers:
Shopping

3) Direct channel is preferable when _____ while indirect channel is preferable when _____ **1 point**

- Availability is important, Customization is important

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 Quiz :
Assignment 6

 Feedback For
Week 6

 Solution
Assignment 6

**Retail
Management
and Integrated
Marketing
Communications**
**Services
Marketing**
**DOWNLOAD
VIDEOS**
**Interaction
Session**
Score: 0**Accepted Answers:***Customization is important, Availability is important*4) Identify the incorrect statement about multiple channels: **1 point**

- Internet banking is an example of low cost channel that is offered by banks
- Customers usually use only one channel for all transactions even if multiple channels are offered
- Service sensitive customers prefer the full service channels
- Economic considerations should not be the only criteria for deciding what combination of channels to be used

No, the answer is incorrect.**Score: 0****Accepted Answers:***Customers usually use only one channel for all transactions even if multiple channels are offered*5) Company A sells laptops through retailer B and C both of whom sell laptops only through brick and mortar stores. Recently B complained that C is selling laptops in area of C without authorization. This is an example of: **1 point**

- Horizontal channel conflict
- Vertical channel conflict
- Multichannel conflict
- None of these

No, the answer is incorrect.**Score: 0****Accepted Answers:***Horizontal channel conflict*6) _____ is an extreme form of selective distribution in which only one wholesaler, retailer or distributor is used in a specific geographical area. **1 point**

- Selective distribution
- Exclusive distribution
- Intensive distribution
- Digital distribution

No, the answer is incorrect.**Score: 0****Accepted Answers:***Exclusive distribution*7) A corporation that combines several diversified retailing lines and forms under one central ownership with some integration of distribution and management is known as _____. **1 point**

- Corporate chain store
- Voluntary chain
- Merchandising conglomerate
- Franchise organization

No, the answer is incorrect.

Score: 0

Accepted Answers:

Merchandising conglomerate

8) _____ involves the activities in selling goods or services to those who buy for resale or business purposes while _____ involves activities in selling goods or services for personal and non-business use. 1 point

- Retailing, wholesaling
- Distribution, wholesaling
- Retailing, Distribution
- Wholesaling, retailing

No, the answer is incorrect.

Score: 0

Accepted Answers:

Wholesaling, retailing

9) The Economic Order Quantity (EOQ) represents the order quantity for which: 1 point

- Inventory carrying cost per unit is lowest
- Order processing cost per unit is lowest
- Total inventory and order cost per unit is lowest
- None of these

No, the answer is incorrect.

Score: 0

Accepted Answers:

Total inventory and order cost per unit is lowest

10) To a producer of goods, a greater number of channel levels means ----- and greater channel complexity. 1 point

- Less control
- Higher taxes
- Fewer channel partners
- More customers

No, the answer is incorrect.

Score: 0

Accepted Answers:

Less control



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