Unit 8 - Distribution

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 IST

1) The channel partner for an air conditioner manufacturing firm informs the firm 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.

- 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 ____________.

- Availability is important, Customization is important

No, the answer is incorrect.
Score: 0
Accepted Answers: None

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4) Identify the incorrect statement about multiple channels:  
- 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:  
Customization is important, Availability is important

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:  
- 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.  
- 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 ___________.  
- Corporate chain store  
- Voluntary chain  
- Merchandising conglomerate  
- Franchise organization  

No, the answer is incorrect.
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.

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

No, the answer is incorrect.

Score: 0

Accepted Answers:
Merchandising conglomerate

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

- 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:
Wholesaling, retailing

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

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

No, the answer is incorrect.

Score: 0

Accepted Answers:
Less control