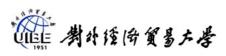


Quiz (5) for Principles of Marketing (Sessions 14-15)

	M	ajo	r	Class	Name	e	Score		
I.	Fill in the blanks with either "T" or "F" to mean "True" or "False" as youngment for the following statements:								
()	1.	A one-leve	l channel of d	istribution is also	called a direct	marketing channel.		
()	2.	-	oducer's point evels increases		lem of control	decreases as the number of		
()) 3. The main quality of a vertical marketing system (VMS) which differentiates it from a conventional marketing system is that the channel members act as a unified system.							
()								
()) 5. Selective distribution occurs when the product is stocked in as many outlets as possible.							
()	6.	Retailer co	operatives are	a form of franchi	se organization	1.		
()	7. Intensive distribution is a strategy that affects the number of middleman used.							
()	8.	prospects	which the con		generate leads	out individual customers or , sell products and services building.		
()	9.		ng the store a faced by mark		t of the produ	act assortment and services		
()	10	. Industrial	distributors an	re full-service me	rchant wholesa	llers.		
II.	Cho	oos	e one be	st answer ou	ıt of the given	choices:			
1	tra	nsf		-	ch key function of				
2	ca a.	rs is par		tside their assi	o the manufacture gned territories, i c customer-service. promotional con	t is a type of e conflict	dealer of the same make of c. vertical conflict		
3	reta	aileı	r(s) acting	as a unified sy	stem. A	vertical m	ucer(s), wholesaler(s), and narketing system consists of oution who join together to		



	obtain greater economies of scale or sales impact than they could achieve alone						
	a. corporate b. contractual c. administered						
	d. conventional e. horizontal						
4.	4. Christine Robert, a fashion designer and producer of women's fashi through her own chain of boutiques (retail outlets). Christine rober retailer is an example of :	rt as the producer and					
	a. franchise organization. b. corporate VMS. c. admir d. contractual VMS. e. conventional VMS.	nistered VMS.					
5	5. Iron City beer is brewed in Pittsburgh, Pennsylvania, and is sold the by independent beverage wholesalers. Each wholesaler attempts to as many grocery stores and taverns as possible. The strategy for distinguishment of the strategy for disting	have Iron City sold in					
	d. interdependent e. reciprocal						
6	6 is direct communications with carefully targete consumers to obtain an immediate response. a. Direct marketing b. Mass marketing c. Integrated marketing d. Demand marketing	ed individual					
7. All the following are cited by the chapter as forms of direct marketing communic except:							
	a. specialty advertising.b. face-to-face selling.c. kiosk marketing.d. online marketing.						
8	8. The type of retail store that carries a narrow product line with a deeline is called a:	p assortment with that					
	a. specialty store b. convenience store c. supermark d. department store e. superstore	et					
9	9. In terms of control of outlets classifications for retailers, a control of outlets classifications for retailers, and the control of outlets classifications for retailers and the control of outlets classifications for retailers and the control of outlets classifications for retailers and the control of outlets classified the control outlets classified the control of outlets classified the control of outlets classified the control outlets classified the control of outlets classified the classified the control outlets classified the control outlets classified the						
	a. merchandising conglomerate b. franchise c. consumer d. voluntary chain e. corporate chain	cooperative					
10	10. When a firm such as General Motors sets its prices to achieve a 15 profit on its investment, it is using which type of pricing method?						
	a. cost-plus pricing b. perceived-value pricing c. targe d. going-rate pricing e. sealed-bid pricing END	t profit pricing					