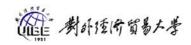


Quiz (5) for Principles of Marketing (Sessions 14-15)

	Major	_ Class	Name	Score
I.	Fill in the blank as your judgme			an "True" or "False" s:
(channel of distri	ibution is also ca	lled a direct marketing
cna (annel. 2 From a proc	ducer's point of v	iew the problem	of control decreases as
(· •	of channel levels	-	or control decreases as
(differentiates		ventional marketi	system (VMS) which ng system is that the
(ting (dual distributannel system to re		n a company uses more
() 5. Selective di outlets as p		when the product	t is stocked in as many
(•	rm of franchise or	_
(middleman	used.	.	affects the number of
(customers of sell produc	or prospects which	h the company ca but it cannot	data about individual n use to generate leads, be used for on-going
() 9. Determining	-	phere is part of	the product assortment
() 10. Industrial of	listributors are ful	l-service merchan	nt wholesalers.
II.	Choose one best	answer out of	the given choice	ces:
1	possession can be marketing channel	be transferred colls?	orresponds to w	s so that ownership or hich key function of
neg	a. information gotiation	b. promotion	c. contact	d. matching e.
2		s is selling outside		at another dealer of the ritories, it is a type of afflict c. vertical
COI	nflict d. horizontal conf		motional conflict	
3	and retailer(s) acting system consists of	ng as a unified sy independent firm oin together to ob	ystem. A ms at different le otain greater econ e	oducer(s), wholesaler(s), vertical marketing vels of production and omies of scale or sales ninistered



d. conventional

 4. Christine Robert, a fashion designer and producer of women's fashions, sells her fashions through her own chain of boutiques (retail outlets). Christine robert as the producer and retailer is an example of: a. franchise organization. b. corporate VMS. c. administered VMS. d. contractual VMS. e. conventional VMS. 			
5. Iron City beer is brewed in Pittsburgh, Pennsylvania, and is sold throughout the northeast by independent beverage wholesalers. Each wholesaler attempts to have Iron City sold in as many grocery stores and taverns as possible. The strategy for distributing iron City is distribution. a. selective			
is direct communications with carefully targeted individual consumers to obtain an immediate response. a. Direct marketing b. Mass marketing c. Integrated marketing d. Demand marketing			
7. All the following are cited by the chapter as forms of direct marketing communication except: a. specialty advertising. b. face-to-face selling. c. kiosk marketing. d. online marketing.			
8. The type of retail store that carries a narrow product line with a deep assortment with that line is called a: a. specialty store			
9. In terms of control of outlets classifications for retailers, a contractual association between a manufacturer, wholesaler, or service organization and independent business people is a: a. merchandising conglomerate b. franchise c. consumer			
cooperative d. voluntary chain e. corporate chain			
10. When a firm such as General Motors sets its prices to achieve a 15 percent to 20 percent profit on its investment, it is using which type of pricing method? a. cost-plus pricing b. perceived-value pricing c. target profit pricing			
d. going-rate pricing e. sealed-bid pricing			

e. horizontal

