



INDIAN SCHOOL AL WADI AL KABIR  
DEPARTMENT OF COMMERCE

**MCQ's UNIT III: Place Decision: Channels of Distribution**

1. In \_\_\_\_\_, middlemen procure supplies of goods from a variety of sources, which is often not of same quality, nature and size and groups them in homogenous groups.
  - a) Assembling
  - b) Grading
  - c) mixing
  - d) Sorting
  
2. \_\_\_\_\_ refers to the process of keeping the goods, purchased from different places, at a particular place.
  - a) Assembling
  - b) Grouping
  - c) Counting
  - d) Storing
  
3. \_\_\_\_\_ is also known as channel, distribution or intermediary.
  - a) Marketer
  - b) Selling
  - c) contracting
  - d) Market
  
4. An agent actually gains ownership of the product and usually makes money from commissions and fees paid for their services. (TRUE OR FALSE)
  
5. Statement 1: An intermediary bought goods from the producer with the intention of selling at a profit but Government announced a decision due to which price of product fell down which can lead to loss.  
Statement 2: given is an example of logistical function performed by the middlemen in distribution channels.
  - a) Both statement 1 and statement 2 are true
  - b) Both statement 1 and statement 2 are false
  - c) Statement 1 is correct but statement 2 is incorrect
  - d) Statement 1 is incorrect but statement 2 is correct

6. Distribution channel intermediaries are middlemen who play a crucial role in the distribution process. (TRUE OR FALSE)

7. ASSERTION: The starting point of distribution is the customer.

REASONIN: The second participant being Intermediaries, they are in direct negotiation between buyer and seller.

- a) (A) is correct, but (R) is wrong.
- b) Both (A) and (R) are correct.
- c) (A) is wrong, but (R) is correct.
- d) Both (A) and (R) are wrong.

8. Big Bazaar and Spencers are big chain of\_\_\_\_\_.

- a) Retailers
- b) Wholesalers
- c) Agent
- d) Broker

9. Every marketing activity starts with the \_\_\_\_\_ and ends with the \_\_\_\_\_.

- a) Customer and customer
- b) Customer and marketer
- c) Manufacturer and customer
- d) Market and customer