

TOPIC 6 Quiz, CHAPTER 8

1.-Considering an economic system, converting products made by producers into varieties sought by consumers is the role of _____.

A.- Factory supervisors

B.- Upstream partners

C.- Third-party logistics

D.- Marketing intermediaries

E.- Price consultants

2.-A “supply chain” is thought of as limited because it:

A.- Discounts the make-and-sell aspect of the marketplace.

B.- Implies that planning commences with raw materials and factory capacity

C.- Considers purchase-production-consumption activities within a step-by-step, linear view.

D.- Views the market in a sense and respond manner

E.- Implies that planning commences with identifying customer needs

3.-What type of marketing channel would Secure Insurance use if it offers its products exclusively through door-to-door salespersons?

A.- Direct

B.- Inclusive

C.- Indirect

D.- Multitiered

E.- Selective

4.-When an organization changes its distribution channels, it is true that:

A. New channel development rarely causes conflict with existing channels

B. Product and service producers must reduce marketing channels in order to remain competitive.