



**INDIAN SCHOOL MUSCAT**  
**DEPARTMENT OF COMMERCE AND HUMANITIES**  
**MARKETING**  
**WORKSHEET - 3**  
**UNIT 3 – PLACE**

Multiple choice questions: Choose the correct alternative from the given options:

1.	Avon, Amway and Tupperware use which of the following forms of channel distribution?  (a) Direct marketing channel (b) Indirect marketing channel (c) Forward channel (d) Fashion channel
2.	Which of the following is another term or phrase for a marketing channel?  (a) Customer value delivery system (b) Push-Pull system (c) Service system (d) Flow system
3.	A fundamental part of the distribution function is to get the product :  (a) To the right place at the right time (b) Launched into new markets (c) To intermediaries (d) To market to avoid channel conflict
4.	Which of the following activities refers to distribution of products?  a) Selling activities b) Advertising activities c) Promotion activities d) Place or distribution activities.
5.	When a company distributes its products through a channel of distribution that includes one or more resellers, this is known as _____  (a) Indirect marketing (b) Direct marketing (c) Multi-level marketing (d) Integrated marketing
6.	They bring buyers and sellers together and negotiate purchase or sale on behalf of others :

	<ul style="list-style-type: none"> <li>a) Brokers</li> <li>b) Wholesalers</li> <li>c) Retailers</li> <li>d) Cooperative stores</li> </ul>
7.	<p>Harihar General Store in your locality keeps all kinds of goods required by local residents for their daily use. This is an example of</p> <ul style="list-style-type: none"> <li>a) A retail shop</li> <li>b) A departmental store</li> <li>c) A multiple shop</li> <li>d) None of the above</li> </ul>
II	<p><b>Answer in detail</b></p> <ol style="list-style-type: none"> <li>1. Define channel of distribution</li> <li>2. What is meant by Retail trade?</li> <li>3. Briefly explain the different types of indirect channel of distribution.</li> <li>4. Explain in brief the functions performed by wholesalers.</li> <li>5. Briefly explain the advantage of chain stores.</li> <li>6. State any two functions of retailers.</li> <li>7. What is meant by a retailer?</li> <li>8. Define place under marketing mix.</li> <li>9. What is meant by zero level of distribution?</li> <li>10. State any three functions of intermediaries.</li> <li>11. Why is place an important element under marketing mix? Explain.</li> <li>12. Briefly describe the different types of channels of distribution.</li> <li>13. What is zero level of distribution and how does it work?</li> <li>14. Explain the factors affecting choice of place under distribution.</li> <li>15. Describe briefly the distribution channels that can be used for a heavy industrial product.</li> <li>16. Mention the services provided by the retailers to the consumers.</li> <li>17. What are the differences and similarities between wholesalers and large scale retailers? Explain briefly.</li> <li>18. What are Departmental Stores? State any four advantages and four demerits of departmental stores.</li> </ol>