

## Chapter 2—The Channel Participants

---

### MULTIPLE CHOICE

1. Which statement about Gazelle is **false**?
  - a. Gazelle distributes electronic products using its online channel.
  - b. Gazelle buys, takes title and stores electronic products.
  - c. Gazelle pays for electronic products up front, before it has a buyer for them.
  - d. It is part of a \$300 billion industry that distributes used electronic equipment.
  - e. Distribution channels are not adequately used by Gazelle..

ANS: E (p. 33)

2. The fundamental determinant of whether a firm is a member of a marketing channel is:
  - a. If the firm performs distribution tasks.
  - b. If the firm is considered to be important to the channel manager.
  - c. If the firm performs negotiatory functions.
  - d. If the firm performs tasks that are necessary to make products or services available to ultimate buyers.
  - e. If the firm performs ancillary tasks.

ANS: C (p. 34)

3. The basic divisions of the marketing channel are:
  - a. Buyers and sellers.
  - b. Buyers, sellers and facilitators.
  - c. Consumer and industrial markets.
  - d. Producers and manufacturers; intermediaries; and final users.
  - e. Contactual organizations and non-contactual organizations.

ANS: D (p. 34)

4. In the commercial channel, participants who are specifically excluded are:
  - a. Producers.
  - b. Manufacturers.
  - c. Wholesale and retail intermediaries.
  - d. Consumer and industrial final users.
  - e. Agents and brokers.

ANS: D (p. 34)

The Channel Participants

5. \_\_\_\_\_ are members of the target market.
- Final users
  - Retailers
  - Wholesalers
  - Producers
  - Transportation firms

ANS: A (p. 34)

6. Facilitating agencies:
- Are members of the marketing channel.
  - Perform non-negotiatory functions.
  - Are of little importance to the operation of the channel.
  - Are seldom called on by the channel manager.
  - Are members of the commercial channel.

ANS: B (p. 66)

7. Which of the following is not a facilitating agency?
- FlowPipeline, Inc.
  - First National Bank of Chicago
  - Brooke Advertising, Inc.
  - Binney & Smith
  - Federal Express

ANS: D

8. In the context of the management perspective used in the text, it is appropriate to view final users as:
- Intermediaries.
  - Facilitating agencies.
  - Intermediate users.
  - Target markets.
  - Producers.

ANS: D

9. The technology and scale economies that enable producers and manufacturers to operate at a low average cost for production are:
- Also usually present in the performance of distribution tasks.
  - Even greater when it comes to performing distribution tasks.
  - Often lacking in the performance of distribution tasks.
  - Less important to the efficient performance of distribution tasks.
  - Easily attainable when performing distribution tasks.

ANS: C (p. 37-38)

10. Intermediaries' average costs curves for distribution tend to be \_\_\_\_\_ those of manufacturers.
- a. Higher than
  - b. Lower than
  - c. The same as
  - d. Longer than
  - e. Shorter than

ANS: B (p. 36-38)

11. To perform distribution tasks efficiently, a firm needs all of the following except:
- a. Expertise.
  - b. Economies of scale.
  - c. Economies of scope.
  - d. To maintain high inventory levels.
  - e. High production volumes.

ANS: D (p. 36-38)

12. Procter & Gamble and Kellogg often face \_\_\_\_\_ average costs for distribution tasks when they attempt to perform them by themselves.
- a. High
  - b. Low
  - c. Medium
  - d. Extremely low
  - e. Marginal

ANS: A

13. Clayton Tennis Equipment, a manufacturer, cannot perform distribution tasks efficiently so it uses Jackson Sports Equipment as a wholesaler to distribute its products in the Midwest. Clayton likely is inefficient in performing distribution tasks because:
- a. Jackson is better positioned to select and use facilitating agencies.
  - b. Clayton's fixed costs are too high.
  - c. Jackson can spread its fixed costs across products from multiple manufacturers.
  - d. Clayton's marginal revenue exceeds its marginal costs.
  - e. Clayton has low average production costs.

ANS: C

14. The *Census of Wholesale Trade* classifies wholesalers into the following three categories:
- Merchant wholesalers, manufacturers' sales branches, and public warehouses.
  - Sales branches and offices, company-owned stores, and merchant wholesalers.
  - Merchant wholesalers, brokers, and commission merchants and agent wholesalers.
  - Manufacturers' sales branches and offices; agents, brokers, and commission merchants; and merchant wholesalers.
  - Merchant wholesalers, manufacturers' facilitators, brokers, and independent producers.

ANS: D (p. 38)

15. The *Census of Wholesale Trade* classifies wholesalers as all of the following except:
- Merchant wholesalers.
  - Full-function or limited function wholesalers.
  - 18 groupings based on the kind of business.
  - Agents and brokers.
  - Manufacturers' sales branches and offices.

ANS: B (p. 38-39)

16. The *Census of Wholesale Trade* classifies wholesalers into \_\_\_\_\_ kinds of business groups.
- 24
  - 18
  - 12
  - 10
  - 36

ANS: B (p. 39)

17. \_\_\_\_\_ are firms that primarily buy, take title to, store, and physically handle products.
- Agents
  - Commission merchants
  - Manufacturers' offices
  - Brokers
  - Merchant wholesalers

ANS: E (p. 38)

18. During the decade from 1992 to 2002, Census data show that the percentage of total wholesale sales enjoyed by merchant wholesalers:
- Increased slightly.
  - Decreased slightly.
  - Stayed the same.
  - Increased by over 10%.
  - Decreased by almost one third.

ANS: B (p. 40)

19. Agents, brokers, and commission merchants' percentage of total wholesale sales in 2002 was:
- 0% to 8%.
  - 9% to 14%.
  - 15% to 20%.
  - 21% to 30%.
  - 31% to 40%.

ANS: B (p. 40)

20. In recent years, trends in wholesaling are showing a tendency towards:
- Consolidation.
  - A decrease in average size.
  - Becoming more like retailers than wholesalers.
  - Operating only in Cyberspace.
  - A decrease in average size.

ANS: A (p. 40-41)

21. Most wholesalers could be characterized with regard to their size as:
- Giant enterprises.
  - Large businesses.
  - Very small "mom and pop" businesses.
  - Relatively small businesses.
  - Conglomerates.

ANS: D (p. 41)

22. Absolute sales of all three types of wholesalers \_\_\_\_\_ during the period 1992 to 2002.
- Decreased
  - Stayed the same
  - Increased substantially
  - Fell drastically
  - Increased by less than a fraction of one percent

The Channel Participants

ANS: C (p. 41)

23. Sales patterns of the different types of wholesalers since 1948 have:
- Been very similar for all types.
  - Varied across different types of wholesalers.
  - Increased sharply only for merchant wholesalers.
  - Had almost no influence on their relative market shares.
  - Increased only for agents, brokers, and commission merchants.

ANS: B

24. Economic concentration in terms of percentage of total wholesale sales enjoyed by most merchant wholesalers in their respective line of trade is:
- Relatively low.
  - Very high.
  - Extremely high and getting higher.
  - Very high but falling rapidly.
  - Very low and falling rapidly.

ANS: A (p. 42)

25. Merchant wholesalers are particularly well suited for performing all of the following distribution tasks for their suppliers except:
- Providing market coverage.
  - Providing low-cost sales contacts over a wide geographical area.
  - Providing low-cost warehousing and delivery.
  - Processing orders.
  - Serving as the firms' outside sales force.

ANS: E (p. 42)

26. Merchant wholesalers perform all of the following functions except:
- Processing orders.
  - Providing market coverage.
  - Holding inventory.
  - Selling merchandise to final users.
  - Offering customer support.

ANS: D (p. 42)

27. Several studies, including the Brown and Herring report, suggest the wholesaler's role in \_\_\_\_\_ will grow even more important to manufacturers.
- providing sales contacts
  - holding inventory
  - order processing
  - breaking bulk
  - extending credit and financial assistance

ANS: A (p. 44)

28. Customer support provided by merchant wholesalers to manufacturers is often referred to as:
- Retailers' services.
  - Manufacturers' services.
  - Value-added services.
  - Producers' services.
  - Genuine wholesale services.

ANS: C (p. 45)

29. Merchant wholesalers often perform all of the following distribution tasks for customers except:
- Rendering services pertaining to the sale of goods.
  - Providing customer service.
  - Extending credit.
  - Providing technical support.
  - Assuring product availability.

ANS: A (p. 42-44)

30. \_\_\_\_\_ refers to the wholesaler's ability to bring together an assortment of products from a variety of manufacturers.
- Breaking bulk
  - Technical support
  - Order processing
  - Assortment convenience
  - Product line analysis

ANS: D (p. 46)

The Channel Participants

31. Agents and brokers:
- Do not take title to goods.
  - Are not considered members of the commercial channel.
  - Represent 1 or 2 manufacturers.
  - Work on a 'cash and carry' basis.
  - Physically hold the manufacturer's inventory.

ANS: A (p. 47)

32. Agents, brokers, and commission merchants generally:
- take title to products.
  - do not take title to products.
  - are listed as "limited function wholesalers" in the *Census of Wholesale Trade*.
  - are really the same thing as merchant wholesalers.
  - operate a very narrow range of products or services.

ANS: B (p. 47)

33. Manufacturers' agents are often referred to as:
- Manufacturer's representatives.
  - Retailers.
  - Wholesaler's cooperatives.
  - Sales support staff.
  - Limited function wholesalers.

ANS: A (p. 48)

34. Which of the following is a false statement about the manufacturer's sales branches of Bella Manufacturing, Inc.?
- They are all owned by Bella.
  - The branches are operated by Bella.
  - The branches are physically separate from Bella's manufacturing plants.
  - Their main purpose is to distribute the manufacturer's products.
  - The branches service regions of the country.

ANS: E (p. 34)

35. A basic phenomenon in the ranks of retailers since 1948 has been:
- The tendency toward larger-scale retailers as measured by average sales per store.
  - The large increase in the number of retail stores for each census period since 1948.
  - The increase of average sales per store.
  - The consistent large decline in the number of retail stores.
  - The decrease in the size of retail establishments.

ANS: C (p. 51)



36. Between 1948 and 2002 for retail establishments:
- Average sales and numbers of stores increased.
  - Average sales increased and the number of stores decreased.
  - Average sales decreased and the number of stores decreased.
  - Average sales decreased and the number of stores increased.
  - Total sales increased and the number of stores increased.

ANS: B (p. 51)

37. Trends in retailing in the U.S. suggest:
- The number of stores is growing rapidly.
  - Average dollar sales per store has increased.
  - The number of retail stores has fallen by 50 percent in the last 25 years.
  - A movement by retailers to reduce the number of distribution tasks they perform.
  - A total sales volume greater than \$5 trillion.

ANS: B (p. 51)

38. General merchandise, single line stores, and specialty stores are so named based on which of the following classification bases?
- Ownership of establishments
  - Size of establishments
  - Kind of business
  - Method of consumer contact
  - Legal form of organization

ANS: C (p. 50)

39. Which of the following would *not* be classified as retailers?
- factory outlets
  - vending machines
  - mail order catalogs
  - TV shopping shows
  - food broker

ANS: E (p. 50)

40. Distribution tasks that were formerly the province of the wholesaler or manufacturer have increasingly:
- Been shifted to facilitating agencies.
  - Been shifted off to smaller wholesalers.
  - Been neglected by manufacturers and wholesalers.
  - Been taken over by larger retailers.
  - Been shifted to independent agents or brokers.

ANS: D (p. 66)

The Channel Participants

41. Stores that dominate a particular line of merchandise and have large shares of the market are often referred to as:
- Diversified retailers.
  - Specialty retailers.
  - Category killers.
  - Department stores.
  - Mass merchandisers.

ANS: C (p. 63)

42. The potential of retail intermediaries for performing distribution tasks:
- Has increased.
  - Is likely to decrease in the future.
  - Has not changed.
  - Will be a value added function.
  - Will only change if the economy grows over 5% per year.

ANS: A (p. 66)

43. The *Census of Retail Trade* classified retailers into \_\_\_\_\_ major groups by kind of business.
- 12
  - 16
  - 18
  - 10
  - 8

ANS: A (p. 51)

44. Economic concentration in many kinds of retail businesses is:
- Getting lower.
  - Increasing.
  - Staying the same.
  - Highly variable across time.
  - Very volatile.

ANS: B (p. 51)

45. Virtually all retailers serve as:
- Buying agents for the producer.
  - Selling agents for their suppliers.
  - Advertising agents for manufacturers.
  - Limited function businesses.
  - The external marketing staff for manufacturers.

ANS: B

46. All of the following are reasons for retailers gaining power in the marketing channels except:
- Growing size.
  - Use of advanced technology.
  - Increased expertise of managers.
  - Increased use of the marketing concept.
  - Concentration of retailers.

ANS: C (p. 63)

47. Retailers have been using scanner data to perform all of the following except:
- Pay and promotion analysis.
  - Promotion and pricing decisions.
  - Shelf management.
  - Direct product profitability.
  - Forecasting.

ANS: A (p. 63)

48. “Threetailing” is a term used to describe:
- Retailers located in 3 or more countries.
  - The use of 3 types of promotion techniques.
  - The integration of technology for in-store, print, and television advertising.
  - Three main customer target markets.
  - The convergence of in-store, catalog, and online channels.

ANS: E (p. 63)

49. Kohl’s discount department store has used all of the following techniques of marketing strategy except:
- Use of a ‘racetrack’ layout to expose customers to a maximum amount of merchandise.
  - Allow customers to spend less time in the store but buy more merchandise.
  - Sell brand name apparel.
  - Differentiate its store layout from competitors.
  - Increase use of multi-media advertising techniques.

ANS: E (p. 64)

The Channel Participants

50. Which of the following is a false statement about Fresh Market's use of marketing strategy to reach its target market?
- Has identified its target market as educated, high-income consumers in upscale neighborhoods.
  - The store size is larger than those of major competitors.
  - Classical music is played in all stores.
  - The lighting in the store is unique and warm.
  - The decor is very elegant.

ANS: B (p. 64)

51. The term "gatekeeper" as used in the textbook refers to
- The power of manufacturers in the channel.
  - The power of retailers in the channel.
  - The power of consumers in the channel.
  - The power of suppliers in the channel.
  - The power of manufacturer's representatives in the channel.

ANS: B (p. 64)