

QB365 Question Bank Software Study Materials

Channels of Distribution 50 Important 1 Marks Questions With Answers (Book Back and Creative)

11th Standard

Commerce

Total Marks : 50

Multiple Choice Question

50 x 1 = 50

- 1) Trade middleman who acts as a link between wholesaler and customers refers to a_____
(a) Producer (b) Broker (c) **retailer** (d) customer
- 2) Who is the first middleman in the channel of distribution?
(a) **Wholesaler** (b) Producer (c) Retailer (d) customer
- 3) _____ buy the goods from the producer and sell it to the retailers.
(a) Manufacturer (b) **Wholesaler** (c) Retailer (d) Consumers
- 4) _____ are agents who merely bring the buyer and the seller into contact.
(a) **broker** (b) Commission agent (c) selling Agent (d) Stockists
- 5) Merchant middlemen can be classified into _____ categories.
(a) three (b) **two** (c) Five (d) Four
- 6) A _____ is a mercantile agent to whom goods are entrusted for sale by a principal and takes physical possession of the goods, but does not obtain ownership.
(a) Broker (b) **Factor** (c) warehouse - keeper (d) Commission agent
- 7) The person who come in between the primary producer and the final consumer is called as_____
(a) Trader (b) **Middlemen** (c) Agent (d) Auctioneer
- 8) A wholesaler deals in a _____quantity of goods.
(a) Same (b) **Medium** (c) Limited (d) Large
- 9) Commission agents play a vital role in_____ marketing.
(a) Agricultural (b) Industrial (c) Financial (d) **Telemarketing**
- 10) Which one of the following is not correctly matched?
(a) Broker - Brokerage (b) **Auctioneer - profit** (c) Delcredere agent -Delcredere commission
(d) Commission agent - commission
- 11) From the following who does not come under functional middlemen _____.
(a) Broker (b) Factor (c) Warehouse - keeper (d) **Wholesaler**
- 12) The agent who guarantees to the principal for the collection of cash from credit sales is called _____.
(a) **Del-credere agents** (b) Auctioneers (c) Warehouse - Keeper (d) Factors
- 13) In case of auction, if no sale can take place below the minimum price fixed by the seller, is known as _____.
(a) **Reserve price** (b) Knocked down price (c) Highest bidder price (d) None
- 14) Merchant wholesalers are _____ types

- (a) **Two** (b) Three (c) Four (d) Five
- 15) A large marketing intermediary, but not as large as a sole selling agent in terms of dimension, resources and area of operation is known as_____
- (a) **Wholesaler** (b) Sole selling agent (c) Direct marketing channel (d) Semi-wholesalers
- 16) Mr. X is studying the potential for selling for his company's products in USA. As part of his analysis, he is assessing the number, types and availability of wholesalers and retailers. Mr. X is studying the country's_____
- (a) Social and Cultural norms (b) Legal and political structure (c) **Distribution channel structure**
(d) Technological study
- 17) The purchases and sales between the producers and wholesalers, and from the wholesalers to retailers are called as_____
- (a) D2C (b) B2C (c) M2C (d) **B2B**
- 18) The person who comes in between the primary producer and the final consumer to promote trade is called.....
- (a) Trader (b) **Middleman** (c) Agent (d) Auctioneer
- 19)can check the price fluctuations in the market by holding back the goods when prices fall and releasing the goods when prices raise.
- (a) Agent (b) Mercantile Agent (c) **Wholesaler** (d) Retailer
- 20) The distribution of goods in small quantities to the consumers is called
- (a) Wholesale trade (b) **Retail trade** (c) Home trade (d) Cheap jacks
- 21) Channel of distribution means
- (a) Canal of distribution (b) Flow of distribution (c) **Chain of middleman** (d) Scarcity of middlemen
- 22) is directly sold to the consumer by the manufacturer.
- (a) Television (b) Toothpaste (c) Car (d) **Curd vending**
- 23)purchase goods from the manufacturer and sells to the retailers.
- (a) Middleman (b) Consumer (c) Government (d) **Wholesaler**
- 24)product cannot have more middlemen.
- (a) Consumer (b) Durable (c) **Perishable** (d) Seasonal
- 25)product needs after-sale service.
- (a) Vegetables (b) **Refrigerators** (c) Sweets (d) Lubricants
- 26) Large quantity of goods are preferably purchased from
- (a) Retailers (b) Street Hawkers (c) **Manufacturers** (d) Middlemen
- 27) The large number of middlemen affect the price of a product
- (a) favourably (b) **adversly** (c) largely (d) competitively
- 28) Mercantile agents are called
- (a) Brokers (b) Wholesalers (c) Retailers (d) **Functional middlemen**
- 29) A factor is a mercantile agent who
- (a) Takes physical possession of the goods (b) Deals in his own name (c) Receives payments from customers
(d) **All the above**
- 30)is not personally liable for the contacts concluded.

- (a) **Broker** (b) Factor (c) Commission Agent (d) Del-credere agents
- 31) The Mercantile agent guarantees the responsibility of collection of dues from the customer and bear the loss if it there is
- (a) Broker (b) Factor (c) **Del-credere agents** (d) Commission Agents
- 32) take possession and ownership of goods and earn profit out of it.
- (a) **Brokers** (b) Factors (c) Merchant Middlemen (d) Del-credere Agents
- 33) Trade and financial risks of business are borne by
- (a) **Factor** (b) Broker (c) Retailer (d) Wholesaler
- 34)is the last link in the chain of intermediaries in the distribution system.
- (a) Wholesaler (b) **Retailer** (c) Consumer (d) Broker
- 35) provides expert advice about the comparative benefits of goods manufactured by different people.
- (a) **Retailer** (b) Wholesaler (c) Mercantile agents (d) Warehouse Keeper
- 36) _____ is a direct channel where there is no middleman.
- (a) Mail order business (b) Phone order business (c) **E-commerce** (d) Departmental stores
- 37) HCL system is an _____ computer technology company.
- (a) **USA** (b) UK (c) German (d) Japan
- 38) Merchantile agents are called _____
- (a) consumer (b) **functional middle men** (c) seller (d) producer
- 39) Broker is paid _____ for his service.
- (a) commission (b) salary (c) wages (d) **brokerage**
- 40) Commission agent is called _____
- (a) consignor (b) broker (c) **consigne** (d) factor
- 41) Merchant middle men can be classified into _____ and _____.
- (a) **wholesaler-retailer** (b) buyer - seller (c) principal-agent (d) importer-exporter
- 42) _____ sell specialty products such as books, hosiery etc.
- (a) broker (b) **rack jobber** (c) factors (d) consignor
- 43) A whole saler serves as a link between producer and _____
- (a) customer (b) banker (c) government (d) **retailer**
- 44) For bearing the risk of bad debt given in an additional commission is known as _____
- (a) salary (b) commission (c) **delevedere commission** (d) bonus
- 45) ISVs are also called _____
- (a) **channel partner** (b) manufacture partner (c) sales partner (d) consumer partner
- 46) Which one of the following is not correctly matched?
- (a) Brokers - Brokerage (b) Delcredere agents - delcredere commission (c) Auctioneers - commission
- (d) **Warehouse keeper - discount**
- 47) Point out the wrong statement in the following statement.

(a) Wholesalers collect the goods from manufacturers or producers in bulk.

(b) Super bazaar is the example of Manufacturer Wholesaler. (c) Single line wholesalers deal in only one line of goods.

(d) Speciality wholesaler specialises in a single product.

48) A wholesaler generally deals in _____ commodity

(a) one (b) some (c) many (d) large scale

49) A retailer usually sells goods to end consumers on _____ basis.

(a) credit **(b) cash** (c) installment (d) hire purchase

50) Pick the odd one from the following

(a) brokers (b) factors (c) commission agents **(d) merchant wholesaler**