

Unit 05: Distribution and Promotion

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1. Unit 05: Distribution and Promotion

4. Chapter: Unit 05: Distribution and Promotion

1. Unit 05: Distribution and Promotion Questions

4.1.1. A company that sells its products through one or very few outlets i...

Author: Dionne Mahaffey

A company that sells its products through one or very few outlets is using which type of distribution strategy?

Please choose only one answer:

- Intensive distribution
- Exclusive distribution
- Selective distribution
- Alternative distribution

Check the answer of this question online at QuizOver.com:

Question: [A company that sells its products through Dionne Mahaffey @The Principles](#)

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4.1.2. A company that tries to sell its products in as many outlets as pos...

Author: Dionne Mahaffey

A company that tries to sell its products in as many outlets as possible is using which type of distribution strategy?

Please choose only one answer:

- Intensive distribution
- Exclusive distribution
- Selective distribution
- Alternative distribution

Check the answer of this question online at QuizOver.com:

Question: [A company that tries to sell its products Dionne Mahaffey @The Principles](#)

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4.1.3. A company that tries to sell its products in specific outlets and I...

Author: Dionne Mahaffey

A company that tries to sell its products in specific outlets and locations is using which type of distribution strategy?

Please choose only one answer:

- Intensive distribution
- Exclusive distribution
- Selective distribution
- Alternative distribution

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

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4.1.4. A company that uses coupons and rebates to promote the sales of its...

Author: Dionne Mahaffey

A company that uses coupons and rebates to promote the sales of its products is using which form of promotion?

Please choose only one answer:

- Advertising
- Sales promotion
- Public relations
- Direct marketing

Check the answer of this question online at QuizOver.com:

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4.1.5. Also known as agents, these individuals negotiate sales contracts f...

Author: Dionne Mahaffey

Also known as agents, these individuals negotiate sales contracts for producers. Which of the following is another term for agents?

Please choose only one answer:

- Brokers
- Independent agents
- Retailers
- Wholesalers

Check the answer of this question online at QuizOver.com:

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4.1.6. Bill's Bins is a company that obtains large quantities of consumer ...

Author: Dionne Mahaffey

Bill's Bins is a company that obtains large quantities of consumer goods from producers, stores the products, and breaks them down into smaller, more convenient units for sale in local grocery stores. Bill's Bins is an example of which of the following channel partners?

Please choose only one answer:

- Brokers
- Independent agents
- Retailers
- Wholesalers

Check the answer of this question online at QuizOver.com:

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4.1.7. Channel behavior may be used to evaluate the effectiveness of marke...

Author: Dionne Mahaffey

Channel behavior may be used to evaluate the effectiveness of marketing channels. Which of the following channel behaviors is defined as sending and receiving information relevant to the operation of the channel?

Please choose only one answer:

- Channel role
- Channel communication
- Channel conflict
- Channel power

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4.1.8. Companies like Mary Kay and Avon, both cosmetic companies, rely on ...

Author: Dionne Mahaffey

Companies like Mary Kay and Avon, both cosmetic companies, rely on _____, an interactive form of promotion between the buyer and the seller that may happen by telephone, in person, or through other mediated communication.

Please choose only one answer:

- advertising
- sales promotion
- personal selling
- direct marketing

Check the answer of this question online at QuizOver.com:

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4.1.9. One facet of _____ is the attraction of mass media attention to a...

Author: Dionne Mahaffey

One facet of _____ is the attraction of mass media attention to a company's offerings.

Please choose only one answer:

- Advertising
- Sales promotion
- Public relations
- Direct marketing

Check the answer of this question online at QuizOver.com:

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4.1.10. Promotion is most associated with which of the 4 Cs of the marketin...

Author: Dionne Mahaffey

Promotion is most associated with which of the 4 Cs of the marketing process?

Please choose only one answer:

- Communication
- Convenience
- Cost
- Customer

Check the answer of this question online at QuizOver.com:

Question: [Promotion is most associated with which Dionne Mahaffey @The Saylor](#)

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4.1.11. Using _____ as a public relations strategy capitalizes on develop...

Author: Dionne Mahaffey

Using _____ as a public relations strategy capitalizes on developing relationships with potential customers through online communities.

Please choose only one answer:

- press releases
- sponsorships
- product placements
- social media

Check the answer of this question online at QuizOver.com:

Question: [Using as a public relations strategy Dionne Mahaffey @The Saylor](#)

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4.1.12. What are the three alternatives in organizing the marketing channel?

Author: Dionne Mahaffey

What are the three alternatives in organizing the marketing channel?

Please choose only one answer:

- Consolidation, independence, and downstream
- Conventional, vertical, and horizontal
- Upstream, downstream, and status
- Vertical, horizontal, and lateral

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4.1.13. What is the most popular performance criteria used in channel evalu...

Author: Dionne Mahaffey

What is the most popular performance criteria used in channel evaluation?

Please choose only one answer:

- Sales
- Maintenance of adequate inventory
- Competition from other intermediaries
- Attitude of channel intermediaries toward the product

Check the answer of this question online at QuizOver.com:

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4.1.14. When a company increases consumer demand for its products by placin...

Author: Dionne Mahaffey

When a company increases consumer demand for its products by placing product coupons in newspapers, that company is using a _____.

Please choose only one answer:

- push strategy
- pull strategy
- middleman strategy
- Both A and B

Check the answer of this question online at QuizOver.com:

Question: [When a company increases consumer demand Dionne Mahaffey @The](#)

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4.1.15. When a company pays a fee to have its name associated with a venue,...

Author: Dionne Mahaffey

When a company pays a fee to have its name associated with a venue, a line of apparel, a cause, or an event, that company is engaging in which of the following public relations strategies?

Please choose only one answer:

- Press releases
- Sponsorships
- Product placements
- Social media

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [When a company pays a fee to have its name Dionne Mahaffey @The Principles](#)

Flashcards:

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4.1.16. When a company pays to have its product prominently displayed in a ...

Author: Dionne Mahaffey

When a company pays to have its product prominently displayed in a television show, a movie, a video game, or a special event, that company is employing which type of public relations strategy?

Please choose only one answer:

- Press releases
- Sponsorships
- Product placements
- Social media

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [When a company pays to have its product Dionne Mahaffey @The Saylor](#)

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4.1.17. When a company promotes a product using a wholesaler and a retailer...

Author: Dionne Mahaffey

When a company promotes a product using a wholesaler and a retailer to promote its products to consumers, that company is using a _____.

Please choose only one answer:

- push strategy
- pull strategy
- middleman strategy
- Both A and B

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

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4.1.18. When developing a marketing channel plan, marketers determine the n...

Author: Dionne Mahaffey

When developing a marketing channel plan, marketers determine the number of channel partners necessary to get their product from production to the consumer using which of the following alternatives?

Please choose only one answer:

- Number of levels
- Intensity of levels
- Types of intermediaries
- All of these

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4.1.19. When using public relations strategies as part of a marketing campa...

Author: Dionne Mahaffey

When using public relations strategies as part of a marketing campaign, a company is attempting to influence the opinions of which of the following people?

Please choose only one answer:

- Journalists
- Investors
- Consumers
- All of these

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4.1.20. Which of the following is the channel partners, most familiar to co...

Author: Dionne Mahaffey

Which of the following is the channel partners, most familiar to consumers, provides products directly to consumers after buying products from other channel partners?

Please choose only one answer:

- Brokers
- Independent agents
- Retailers
- Wholesalers

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the following is the channel Dionne Mahaffey Saylor Academy](#)

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4.1.21. Which of the following marketing channels requires the least evalua...

Author: Dionne Mahaffey

Which of the following marketing channels requires the least evaluation?

Please choose only one answer:

- Retailer to consumer
- Manufacturer to retailer
- Producer and consumer
- Wholesaler to consumer

Check the answer of this question online at QuizOver.com:

Question: [Which of the following marketing channels Dionne Mahaffey Saylor](#)

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4.1.22. Which of the following promotional strategies would a company most ...

Author: Dionne Mahaffey

Which of the following promotional strategies would a company most likely employ to improve its reputation during a time when one of its products has been found to be defective?

Please choose only one answer:

- Advertising
- Personal selling
- Public relations
- Sales promotions

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the following promotional strategies Dionne Saylor Academy](#)

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4.1.23. Which of the following should be considered when evaluating and sel...

Author: Dionne Mahaffey

Which of the following should be considered when evaluating and selecting marketing channels?

Please choose only one answer:

- The consumer's needs: where they buy, when they buy, why they buy from certain outlets, and how they buy
- Specific distribution capacities
- Television ratings
- Both A and B

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4.1.24. Which of the following statements is true about public relations an...

Author: Dionne Mahaffey

Which of the following statements is true about public relations and marketing?

Please choose only one answer:

- Public relations and marketing are two terms for the same process.
- Public relations involves paying news organizations to produce news stories about a company, its products, and its services.
- Public relations involves creating positive images for a company, its products, and its services.
- All of these

Check the answer of this question online at QuizOver.com:

Question: [Which of the following statements is true Dionne Mahaffey Saylor](#)

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4.1.25. Which of these marketing channels is responsible for getting produc...

Author: Dionne Mahaffey

Which of these marketing channels is responsible for getting products and services from the manufacturing floor to the consumer?

Please choose only one answer:

- Downstream channels
- Independent channels
- Lateral channels
- Upstream channels

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of these marketing channels is Dionne Mahaffey @The Saylor](#)

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4.1.26. Which of these marketing channels is responsible for supplying the ...

Author: Dionne Mahaffey

Which of these marketing channels is responsible for supplying the materials and services necessary to allow products to be manufactured?

Please choose only one answer:

- Downstream channels
- Independent channels
- Member channels
- Upstream channels

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of these marketing channels is Dionne Mahaffey @The Saylor](#)

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4.1.27. Which type of promotion mix might include use of a billboard?

Author: Dionne Mahaffey

Which type of promotion mix might include use of a billboard?

Please choose only one answer:

- Advertising
- Sales promotion
- Public relations
- Direct marketing

Check the answer of this question online at QuizOver.com:

Question: [Which type of promotion mix might include Dionne Mahaffey @The Principles](#)

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4.1.28. _____ are the companies that a business works with to actively pr...

Author: Dionne Mahaffey

_____ are the companies that a business works with to actively promote and sell a product as it travels through its marketing channel.

Please choose only one answer:

- Business partners
- Channel dependents
- Channel members
- Independent channels

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4.1.29. _____ is associated with the creative activities a company employ...

Author: Dionne Mahaffey

_____ is associated with the creative activities a company employs to distinguish its products and services from a competitor's offerings.

Please choose only one answer:

- Distribution
- Product
- Promotion
- Placement

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [is associated with the creative activities Dionne Mahaffey Saylor](#)

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4.1.30. _____ is/are a form of publicity and is/are best described as new...

Author: Dionne Mahaffey

_____ is/are a form of publicity and is/are best described as news stories written by a company about their products and services to generate positive exposure with potential consumers.

Please choose only one answer:

- Press releases
- Sponsorships
- Product placements
- Social media

Check the answer of this question online at QuizOver.com:

Question: [is/are a form of publicity and is/are best Dionne Mahaffey @The Principles](#)

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