**TRUE/FALSE (5 questions)**

**Indicate whether the following sentences or statements are true or false.**

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| --- | --- | --- |
| 1. | \_\_\_T\_\_\_\_ | Making purchases through various social media platforms has become more common. |
| 2. | \_\_\_F\_\_\_\_ | Mom-and-Pop stores are considered to be wholesalers. |
| 3. | \_\_\_F\_\_\_\_ | Department stores typically produce and manufacture their own products. |
| 4. | \_\_\_F\_\_\_\_ | Amazon is the biggest retailer in the world. |
| 5. | \_\_ T\_\_\_\_\_ | For a business to succeed, it must develop effective distribution strategies. |

## MULTIPLE CHOICE (5 questions)

**Identify the letter of the choice that best completes the statement or answers the question.**

\_\_\_D\_\_\_\_ 1. \_\_\_\_\_refers to the process of making a product available to consumers.

a. Promotion b. Price

c. Product d. Place

\_\_\_C\_\_\_\_ 2. All of the examples below are considered discount stores except:

a. Dollar General b. Dollar Tree

c. Lowe’s d. Big Lots

\_\_\_D\_\_\_\_ 3. Which of the following is not an example of an e-commerce purchase?

a. A Sirius/XM subscription b. Netflix subscription

c. Buying sneakers online from Nike d. All are examples of e-commerce

\_\_\_A\_\_\_\_ 4. What describes the path goods and services take en route to the end consumer?

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a. Distribution b. Retail

c. Business-to-Business d. Wholesale

\_\_\_B\_\_\_\_ 5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are a type of e-commerce in the gaming sector where a customer purchases in-game items.

a. Hulu subscription b. Micro-transactions

c. Buying a video game on Amazon d. None of the above

## SHORT ANSWER (4 questions)

1. Explain the importance of distribution.

For a business to succeed, it must develop effective distribution strategies. Ineffective distribution can lead to unhappy

customers. Marketing professionals must identify where consumers shop to determine which locations will offer the best opportunity to maximize sales by providing opportunities for consumers to purchase goods and services in the places they shop.

2. List four critical components of a marketing mix.

Product, place, promotion and price

3. Explain the difference between e-commerce and brick-and-mortar. Give an example of each.

E-Commerce refers to a consumer’s ability to purchase goods and services online or through other digital platforms. *Student examples will vary*

Brick-and-mortar refers to traditional physical retail storefronts where customers shop and purchase products and

services in person. *Student examples will vary*

4. What is a retailer? Provide three examples of common types of retailers.

A retailer is an individual or business from which consumers can purchase goods and services directly

* Grocery stores
* Department stores
* Discount stores
* Convenience stores
* Big Box stores
* Warehouse stores