**TRUE/FALSE (5 questions)**

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

|  |  |  |
| --- | --- | --- |
| 1. | \_\_\_\_\_\_\_ | Making purchases through various social media platforms has become more common. |
| 2. | \_\_\_\_\_\_\_ | Mom-and-Pop stores are considered to be wholesalers. |
| 3. | \_\_\_\_\_\_\_ | Department stores typically produce and manufacture their own products. |
| 4. | \_\_\_\_\_\_\_ | Amazon is the biggest retailer in the world. |
| 5. | \_\_\_\_\_\_\_ | 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.**

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

a. Promotion b. Price

c. Product d. Place

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

a. Dollar General b. Dollar Tree

c. Lowe’s d. Big Lots

\_\_\_\_\_\_\_ 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

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

.

a. Distribution b. Retail

c. Business-to-Business d. Wholesale

\_\_\_\_\_\_\_ 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.

2. List four critical components of a marketing mix.

3. Explain the difference between e-commerce and brick-and-mortar.

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