**TRUE/FALSE (5 questions)**

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

|  |  |  |
| --- | --- | --- |
| 1. | \_\_\_T\_\_\_ | For a business to succeed, it must develop effective distribution strategies. |
| 2. | \_\_\_T\_\_\_ | When the COVID-19 pandemic struck, disruptions to the supply chain made headlines all over the world. |
| 3. | \_\_\_T\_\_\_\_ | Distribution refers to the path goods and services take in route to the end consumer. |
| 4. | \_\_\_T\_\_\_\_ | In the first mile stage of delivery, the product leaves the place of origin and is transported to the next destination in the supply chain. |
| 5. | \_\_\_F\_\_\_\_ | Wholesalers typically operate with a direct-to-consumer distribution model, featuring both physical location and online presence. |

## MULTIPLE CHOICE (5 questions)

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

\_\_\_B\_\_\_\_1. \_\_\_\_\_\_\_ provides the quickest path for a producer or manufacturer to get a product in the hands of the end consumer.

a. Distributors b. Direct-to-Consumer

c. Retailers d. Wholesalers

\_\_\_D\_\_\_\_ 2. \_\_\_\_\_\_\_\_ are individuals or businesses who purchase products in bulk directly from the producer or manufacturer.

a. Distributors b. Direct-to-Consumer

c. Retailers d. Wholesalers

\_\_\_D\_\_\_\_ 3. In supply chain terms, which describes on of the primary stages of delivery?

a. First mile b. Middle mile

c. Last mile d. All of the above

\_\_\_C\_\_\_ 4. Which category of distribution channel exists when the producer/manufacturer supplies the product to a distributor or

wholesaler, who supplies the product to a retailer, who then sells to the end consumer?

a. Zero-level b. One-level

c. Two-level d. Three-level

\_\_\_D\_\_\_ 5. Which of the following is an example of a retail distributor?

a. Big-box store b. Department store

c. Supermarket d. All of the above

## SHORT ANSWER (2 questions)

1. List the four basic types of distribution channels:

1. Direct to consumer

2. Distributors

3. Wholesalers

4. Retail

2. There are two primary channels of distribution, direct and indirect. Explain the difference.

Direct distribution - sells directly to consumers onsite at the company’s own store or physical location

Indirect distribution - sell to distributors, who then sell to wholesalers and/or retailers, who sell to the end consumer