1. The Mall of America is located in:
   a. California
   b. Louisiana
   c. Minnesota
   d. Texas

2. The wine “brokers” in the Creston video were selling in:
   a. Las Vegas
   b. Florida
   c. Europe
   d. Chicago

3. The method of studying marketing channels that describes channel participants and what they do is the:
   a. Macroeconomic perspective
   b. Behavioral perspective
   c. Institutional/Functional perspective
   d. Managerial perspective

4. Ten manufacturers want to contact five retailers. How many contacts could be eliminated if one wholesaler is utilized:
   a. 50
   b. 25
   c. 35
   d. Impossible to calculate

5. Middlemen called "industrial distributors" are most likely:
   a. Retailers
   b. Manufacturers' agents
   c. Wholesalers
   d. Brokers

6. The primary difference between wholesalers and agents is:
   a. Agents usually perform more functions
   b. Wholesalers sell more to consumers
   c. Agents focus more on logistical functions
   d. Wholesalers take title to goods, agents don't

7. An example of a facilitating agent is:
a. A “carlot” wholesaler
b. A public warehousing company
c. The Federal Trade Commission
d. A food broker

8. Economic concentration (few firms control large market shares) in U.S. wholesaling (all types) is very high:
a. True
b. False

9. Which of the following statements about manufacturers' representatives (also called sales agents) is false:
a. The costs of utilizing them are almost all variable
b. They build assortments of complementary products
c. They are almost always cheaper than a company salesforce
d. They are a good fit for clients with few products

10. Distribution tasks in consumer marketing which were formerly accomplished by wholesalers have increasingly:
a. Been shifted to facilitating agents
b. Been totally eliminated
c. Been shifted to large retailers
d. Been shifted to manufacturers

11. Keys to success in membership club retailing include:
a. Carrying wide inventory assortments
b. Having convenient locations
c. Pleasant store atmosphere
d. Very high inventory turnover

12. A general trend in department store retailing is:
a. Construction of larger stores
b. Construction of smaller stores
c. Less industry concentration
d. A less competitive environment

13. Franchisors (sponsors of the franchise system) have the contractual right to prescribe marketing strategies and policies to franchisees; this is an example of:
a. Reward power
b. Coercive power
c. Referent power
d. Legitimate power

14. A classic example of a "boundary role" in channels is:
a. A product manager
b. A salesrep
c. A market research analyst
d. A secretary

15. The net effect of using "dual distribution" is:
   a. Less distribution intensity
   b. More support from resellers
   c. Less channel conflict
   d. The ability to reach more market segments

16. Usually, more geographically dispersed markets:
   a. Lead to short channels
   b. Will feature fewer middlemen
   c. Create more difficult and expensive distribution
   d. Lead to more channel control

17. According to the text, important factors in selection of middlemen by producers include:
   a. Product knowledge of the middlemen
   b. Financial status of the middlemen
   c. Reputation of the middlemen
   d. More than one of the above

18. A conflict resolution strategy that focuses on legal remedies would be called a:
   a. Boundary strategy
   b. Interpenetration strategy
   c. Supra-organizational strategy
   d. Bargaining strategy

19. The focus of U.S. public policy in the 1930s was to:
   a. Protect consumers
   b. Regulate monopolies
   c. Protect independent retailers from chain stores
   d. None of the above

20. In the U.S., convenience goods are typically:
   a. Selectively distributed
   b. Exclusively distributed
   c. Intensively distributed
   d. There is no consensus on this issue

21. “Regional” malls (Galleria is a modern one) emerged around:
   a. 1850
   b. 1930
   c. 1950
   d. 1970
22. Aspinwall’s Theory of Channel Structure is based on:
   a. Promotion factors
   b. Pricing factors
   c. Product factors
   d. Market factors

23. A detailed cost comparison among channels alternatives is:
   a. Cost/benefit analysis
   b. Transaction cost analysis
   c. Time series analysis
   d. Distribution costing

24. A “fighter” brand is usually:
   a. A brand owned by a retailer
   b. A “generic” brand
   c. A manufacturer brand that competes on price
   d. The same thing as a “house” brand

25. “Fair Trade” laws historically addressed:
   a. Resale restrictions
   b. Tying arrangements
   c. Price fixing in channels
   d. None of the above