

Question 1

Alvin Electronics sells televisions, surround sound systems, and stereo components made by firms such as Sony, Bose, and Samsung. By selling a broad range of brands in the home entertainment product category, Alvin Electronics is most likely able to achieve _____.

- A) idiosyncratic knowledge
- B) zero-based channels
- C) economies of scale
- D) vertical integration
- E) site specificity

Answer: <https://biology-forums.com/index.php?topic=692655>

Question 2

If a retailer needs to evaluate its performance according to the return it earns on inventory investments, which of the following would be most useful?

- A) SPM
- B) ECR
- C) GMROI
- D) GMROL
- E) GMROS

Answer: <https://biology-forums.com/index.php?topic=692851>

Question 3

Which term refers to an overestimation of a channel member's ability to exert influence and make change happen?

- A) false positive
- B) reward power
- C) false negative
- D) value neutrality
- E) double marginalization

Answer: <https://biology-forums.com/index.php?topic=693238>

Question 4

All of the following are tools that suggest the growing channel power of retailers EXCEPT _____.

- A) failure fees
- B) service outputs
- C) forward buying
- D) private branding
- E) slotting allowances

Answer: <https://biology-forums.com/index.php?topic=692905>

Question 5

How does the routinization of transactions benefit both buyers and sellers?

Answer: <https://biology-forums.com/index.php?topic=692419>

Question 6

What is the LEAST likely result of functional conflict in a marketing channel system?

- A) equitable split of system resources
- B) balanced distribution of channel power
- C) standardized methods for handling conflict
- D) established outlets for expressing grievances
- E) infrequent communication between members

Answer: <https://biology-forums.com/index.php?topic=693348>

Question 7

How did Gore-Tex establish legitimate power?

- A) patent protection
- B) franchise agreements
- C) industry norms
- D) hierarchical authority
- E) market experience

Answer: <https://biology-forums.com/index.php?topic=693280>

Question 8

What did the Court assert in the Monsanto Company v. Spray-Rite Service Corporation case?

- A) Unreasonable territorial restrictions must be proven by the plaintiff.
- B) A rule-of-reason criterion is inappropriate for determining the legality of maximum RPM.
- C) Manufacturers may stipulate resale prices to their distributors if the stipulations are unilateral.
- D) Without recoupment, predatory pricing produces lower aggregate prices in the marketplace.
- E) Functional discounts are allowable if they are not tied to product classification schemes.

Answer: <https://biology-forums.com/index.php?topic=693556>

Question 9

What is the LEAST likely reason for holding inventory?

- A) anticipated demand surges
- B) shifts in service output needs
- C) supply and demand uncertainty
- D) economies of scale in production
- E) lengthy shipment transportation time

Answer: <https://biology-forums.com/index.php?topic=692547>

Question 10

What is the most likely buying motive for a retail sale?

- A) personal satisfaction
- B) institutional use
- C) business profit
- D) channel power
- E) industrial use

Answer: <https://biology-forums.com/index.php?topic=692837>

Question 11

Why are cooperatives becoming popular in Japan?

- A) rising demand for service coordination
- B) increasing number of small wholesalers
- C) growing need to export goods overseas
- D) changing demographics of consumers
- E) decreasing length of marketing channels

Answer: <https://biology-forums.com/index.php?topic=692979>

Question 12

What is a likely advantage of acquiring service capabilities, infrastructure, and knowledge by collaborating with an existing service provider?

- A) reducing channel conflicts
- B) streamlining the value chain
- C) minimizing management complexities
- D) communicating more with end-users
- E) monitoring service outputs more closely

Answer: <https://biology-forums.com/index.php?topic=693170>

Question 13

Which statement best explains the increasing power of major retailers over manufacturers?

- A) Grocery stores are growing faster than warehouse clubs due to the push to eat locally.
- B) Today's retail buyers rely on CRP systems to purchase and maintain balanced inventories.
- C) Manufacturers have the ability to threaten retailers with insufficient quantities of name brand products.
- D) Suppliers introduce numerous products each year and have to offer promotional allowances to gain shelf space.
- E) Online retailers are commonly involved in the illegal act of diverting products to out-of-channel distributors.

Answer: <https://biology-forums.com/index.php?topic=692893>

Question 14

Which of the following tasks would LEAST likely be conducted by a merchant wholesaler?

- A) taking possession of inventory
- B) producing private-label goods
- C) arranging customer financing

- D) promoting new products
- E) storing inventory

Answer: <https://biology-forums.com/index.php?topic=692349>

Question 15

Which of the following is most likely a characteristic of relational governance?

- A) employees monitored and motivated completely by a third party
- B) major decisions formed and implemented by a third party
- C) costs and benefits shared by a third party and the principal
- D) brand equity established and maintained by a third party
- E) risks and responsibilities controlled by the principal

Answer: <https://biology-forums.com/index.php?topic=692703>

Question 16

The information exchange influence strategy is most likely problematic and risky because it is _____.

- A) ineffective due to its subtlety
- B) viewed as veiled criticism
- C) damaging to channel morale
- D) overly authoritative
- E) psychologically stressful

Answer: <https://biology-forums.com/index.php?topic=693304>

Question 17

A(n) _____ indicates the share of total channel profits that each channel member is responsible for generating.

- A) holding cost
- B) safety stock
- C) equitable margin
- D) service output share
- E) normative profit share

Answer: <https://biology-forums.com/index.php?topic=692552>

Question 18

Which concept refers to the inability to inventory services until they are needed?

- A) sustainability
- B) tangibility
- C) homogeneity
- D) perishability
- E) heterogeneity

Answer: <https://biology-forums.com/index.php?topic=693161>

Question 19

Company X and Company Y have partnered together so that each firm sells its own products and those of the partner. Which term best describes the arrangement between Company X and Company Y?

- A) piggybacking
- B) mutual franchising
- C) intensive distribution
- D) exclusive distribution
- E) reciprocal piggybacking

Answer: <https://biology-forums.com/index.php?topic=692799>

Question 20

Legitimate power is based on the target's perception that the influencer has special knowledge or expertise that is useful and that the target does not possess.

[b]True[/b] or [b]False[/b]?

Answer: <https://biology-forums.com/index.php?topic=693314>