**Chapter 14 Quiz (Group 13)**

1. Which of the following describes a franchise?
2. Owned by a single person or partnership and not part of a larger retail institution.
3. Owned and operated as a group by a single organization.
4. The right to operate a business or to sell a product.
5. A publicly-traded company.
6. What is the first step in the Retail Market Strategy?
7. Set a Price
8. Define a Target Market
9. Research a Product
10. Advertise
11. Which of the following allows customers to shop for products directly from home?
12. Buying wholesale
13. Shopping retail
14. Utilizing direct marketing
15. Buying via automatic vending
16. What distribution channel uses two or more channels to distribute the same product to target markets?
17. Nontraditional channels
18. Direct channels
19. Agents and Brokers
20. Dual distribution
21. What is an Intermediary?
22. Middleman between firm and customer
23. You can eliminate intermediaries, but not their functions
24. Intermediaries exist because they provide functions more effectively and efficiently
25. All of the Above

1. Most retailers around the world are independent, operating multiple stores within a community.
2. True
3. False
4. Which of the following is not a level of distribution intensity?
5. Intensive
6. Extensive
7. Selective
8. Exclusive
9. What is a set of interdependent organizations that eases the transfer of ownership as products move from producer to business user or consumer?
10. Marketing Channels
11. Channel Members
12. Producer Factors
13. Emerging Distribution Structures
14. Merchant wholesaler is an institution that buys goods from manufactures, takes title to goods, stores them, and resells and ships them.
15. True
16. False
17. Which of the following is NOT a classification of retail operations?
18. Ownership
19. Level of Service
20. Product Assortment
21. Income
22. In the Conversation process, what can function as an encoding tool, a channel, and method of feedback?
23. Customer reviews
24. Social Media
25. Store display
26. Salesperson

**Answers:**

1. C
2. B
3. C
4. D
5. D
6. B
7. B
8. A
9. A
10. D
11. B