

## Quadrant IV–In Module Assessment

**Paper Code: COG105**

**Module Name: Physical Distribution - Meaning and Elements  
Channels of Distribution- Meaning and Types**

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### MCQ

- **Physical distribution channel includes**
  1. Wholesalers
  2. Retailers
  3. Both a and b
  4. None of the above
  
- \_\_\_\_\_ **Is a distribution system in which the ultimate buyer acquires the title directly from the manufacturer of the product.**
  1. Direct distribution
  2. Indirect distribution
  3. Exclusive distribution
  4. Intensive distribution

### Completion type (fill-in-the-blanks)

1. \_\_\_\_\_ **is a distribution system that uses middlemen i.e. wholesalers and retailers to reach the ultimate buyer.**
  
2. \_\_\_\_\_ **sells to the customers or consumers.**

### Short Answer – I (short notes - say 20 to 50 words)

1. **WHAT IS PHYSICAL DISTRIBUTION IN MARKETING?**
2. **EXPLAIN THE MEANING OF CHANNEL OF DISTRIBUTION.**

### Short Answer – II (extended – say 50 to 100 words)

1. **STATE AND EXPLAIN DIFFERENT TYPES OF ELEMENTS OF PHYSICAL DISTRIBUTION.**

## **2. WHICH ARE THE DIFFERENT LEVELS OF DISTRIBUTION CHANNELS?**

**Matching type**

**Numerical/Problems to Solve**

**Self-reflection**

**Create something new (higher order cognition)**