

# Assessment on Integration and Logistics

## Multiple Choice Questions (MCQs)

What does vertical integration mean in a business context?

- A) Expanding into international markets
- B) Merging with or acquiring companies that are at the same stage of production
- C) Taking control of different stages of the production or distribution process
- D) Reducing the workforce for cost efficiency

Horizontal integration is primarily aimed at:

- A) Reducing production costs by acquiring suppliers
- B) Expanding market share by merging with or acquiring competitors
- C) Diversifying product offerings by entering new industries
- D) Improving logistics and transportation efficiency

## True/False Questions

1 Logistics only involves the transportation of goods from the manufacturer to the customer.

2 Horizontal integration can lead to monopolies if a company becomes too dominant in its market.

## Short Answer Questions

1 Explain the difference between logistics and supply chain management in a few sentences.

2. Describe one potential benefit and one potential drawback of vertical integration.

## Match the Following

Match the following terms with their correct descriptions:

- A) Vertical Integration
- B) Horizontal Integration
- C) Logistics
- D) Supply Chain Management

Descriptions:

1. The management of the flow of goods and services from raw materials to the final product delivered to the customer.
2. Acquiring companies at different stages of production or distribution
3. Merging with or acquiring competitors in the same industry.
4. The detailed coordination of a complex operation involving many people, facilities, or supplies.