

Name \_\_\_\_\_

## The World of the Alcohol Industry: How They Make Money

### Multiple Choice Questions

1. What does the alcohol industry encompass?
  - a) Only the production of alcoholic beverages
  - b) Only the distribution of alcoholic beverages
  - c) The production, distribution, and sale of alcoholic beverages
  - d) None of the above
  
2. Which component of the alcohol industry involves brewing beer, fermenting grapes for wine, and distilling spirits?
  - a) Distribution
  - b) Retail
  - c) Production
  - d) Marketing and Advertising
  
3. What is one source of income for the alcohol industry?
  - a) Distribution
  - b) Exports
  - c) Licensing and Merchandising
  - d) All of the above
  
4. How do some alcohol brands command higher prices for their products?
  - a) By reducing the quality of their products
  - b) By using generic branding
  - c) By focusing on branding, exclusivity, and craftsmanship
  - d) By targeting a younger audience
  
5. What are some challenges faced by the alcohol industry?
  - a) Export restrictions
  - b) Health concerns related to excessive alcohol consumption
  - c) Limited access to distribution channels
  - d) Lack of marketing opportunities

