

Chapter 21
Formative Exit Slip

What is the last product you purchased?

Draw the channel of distribution that product most likely went through to get to you. Label each channel member.

Does your product use direct distribution or indirect distribution? Explain.

____/3 – Perfect! You got everything right!

____/2 – Close! You almost had everything right.

____/1 – Keep trying! You got something right.

____/0 – Nope. You didn't get it this time.