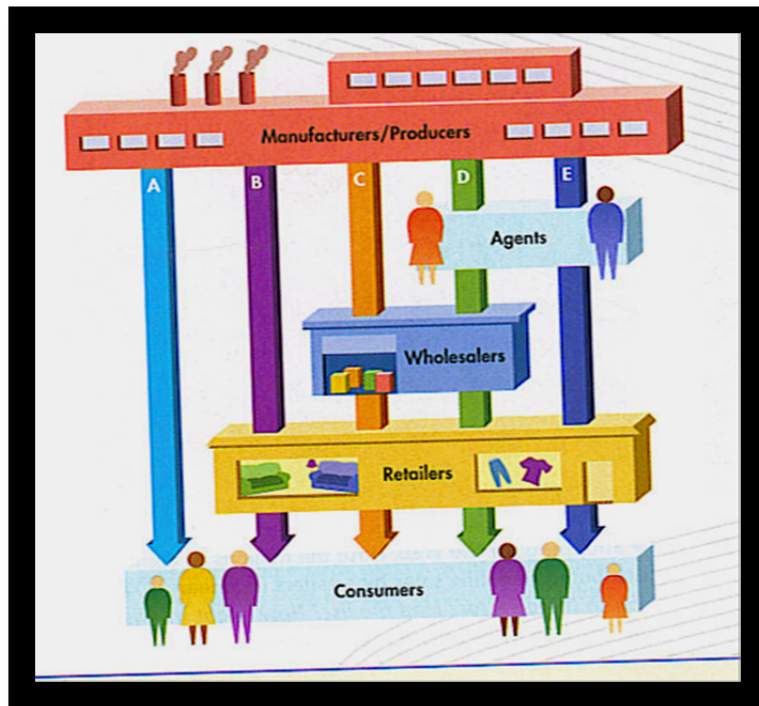


Ch. 21: Distribution

Name: _____

Directions: Use the chart and pages 443-458 (Chapter 21) in your book to answer the following questions. This is an individual assignment and should be turned in by the end of the hour for full points. Assignments turned in late will result in a penalty of 5 points per day that the assignment is late.

1. What is the difference between a direct channel and an indirect channel of distribution?



2. Which of the above channels are direct?
3. Which of the above channels are indirect?
4. What is another word for a "middleman"?

Consumer Products: Use the chart on the previous page and page 450 to answer the following questions.

5. List three of the five ways that a good can go directly from the manufacturer to the consumer.
 - a.
 - b.
 - c.

6. Which channel is best for products that date quickly or need servicing?

7. A. What is a staple good?

B. What channel is used for most staple goods?

8. Why would a manufacturer choose to use channel D?

Industrial Products: Use the chart and information on page 451 to help you answer the following questions:

9. What is an industrial product?

10. Which is the most common distribution channel when selling industrial products?

11. Which is the least common distribution channel when selling industrial products?

12. Which channel would be used for small standardized parts and operation supplies needed to run a business?

13. Which channel would be used for manufacturers who do not have the time or money to invest in a direct sales force?

14. Which channel would be used when a company does not want its own sales force and does not want the intermediary to take title to the goods?
15. What is the difference between an agent and a direct sales force?
16. Dana Buchman is a women's clothing designer that only sells her products in high end department stores, such as Dillards and Nordstrom. What distribution strategy does she use?
17. The GAP sells its clothing only in their company owned retail stores. What distribution strategy is this?
18. Pepsi sells their liter bottles of soda in almost any location that will carry them. They want to provide their customers with convenience in purchasing their products. What distribution strategy does Pepsi use?
19. What is the formal term for an online shopping location?
20. List two advantages that e-commerce provides in B2B sales (business to business).