Marketing Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4.2 Questions

**Checkpoint Question pg. 96**

What benefits do wholesalers provide to small retailers?

**Checkpoint Question pg. 97**

List four types of retail businesses.

**Think Critically pg. 93**

1. Why must all marketing functions be performed by some member

of a channel of distribution?

2. Why would a large retailer want to use a wholesaler?

3. Why is it possible for an indirect channel of distribution that

includes a wholesaler and retailers to be more efficient than a

direct channel?

4. Why is non-store retailing popular with many consumers?