**Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Marketing - Ch. 4 Book Questions, pg. 104 - 106**

**Part 1 – Vocabulary Builder**

Instructions: Chose the term that best fits the definition. Write the letter of the answer in the space provided below. Some terms may **not** be used.

|  |  |  |
| --- | --- | --- |
| **\_\_\_\_\_** 1.**\_\_\_\_\_** 2.**\_\_\_\_\_** 3.**\_\_\_\_\_** 4.**\_\_\_\_\_** 5.**\_\_\_\_\_** 6.**\_\_\_\_\_** 7.**\_\_\_\_\_** 8.**\_\_\_\_\_** 9. | Determining the best methods and procedures to use so prospective customers can locate, obtain, and use business’s products and services.The routes products follow while moving from producer to consumer.Producers sell directly to the consumer.Distribution involves businesses in addition to the producer.Companies that assists with distribution activities between businesses.The final business organization in an indirect channel of distribution for consumer products.Selling products and services to markets in other countries.Purchasing products sand services that are produced in other countries.An agreement between independent companies to participate in common business activities. | a. channels of distributionb. direct distributionc. distributiond. exportinge. importingf. indirect distributiong. joint ventureh. multinational businessi. retailerj. wholesaler |

**Part 2 – Review Concepts**

Instructions: Read each question. Answer each question completely in the spaces provided.

10. What discrepancies between producers and consumers are reduced with effective distribution?

11. What two common types of businesses are involved in indirect distribution but not direct distribution?

12. In what ways can wholesalers benefit manufacturers and retailers?

13. What is a non-store retailer?

14. Approximately what percentage of US businesses buy and sell products in other countries?

15. What are the challenges involved in distributing products internationally?

16. Why do many Internet businesses use indirect channels of distribution even though they have direct

contact with customers?

17. What are some examples of products where perishability and special handline are important distribution

concerns?

18. How can having a wholesaler as a part of a channel of distribution benefit consumers?

19. What advantages and disadvantages do superstores provide for consumers?

20. What characteristics should a company look for when selecting an exporter to help develop international

business?

21. Provide examples of how technology can affect each of the marketing mix elements for a company

involved in international marketing?