

ASSESSMENT # 4

Total Marks: 30

1. Give short answers to the following questions: (18)

- i. What is a channel of distribution?
- ii. How can you distinguish between a direct channel and an indirect channel?
- iii. What is the difference between multiple channels of distribution and intensive distribution?
- iv. Explain the difference between selective distribution and exclusive distribution.
- v. What does the term 'intensity of distribution' mean?
- vi. List the factors which influence choosing channels of distribution.

2. From which type of intermediary (**wholesaler/retailer/dealer**) would you buy the following items: (4)

<u>Item</u>	<u>Type of intermediary</u>
a. Milk	
b. Sweets	
c. Car	
d. House	
e. Shoes	
f. Television	

Activity (8)

Visit a local retail store in your neighbourhood and find out what type of items they obtain from manufacturers, wholesalers, and distributors. Produce a report on your findings.