

Marketing Essentials Chapter 21 Test

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management. Marketing Essentials Chapter 11, Section 11.1 . Organization Supervisory-level management X supervises the activities of employees who carry out the tasks determined by the plans of middle and top management. Supervisors usually:

- Assign duties and monitor day-to-day activities

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What is a channel of distribution? a. A manufacturer
b. A retailer c. The way a product gets from the manufacturer ...

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Marketing Essentials © 2009 Chapter 21 I-Study A channel of distribution is the path a product takes from the producer or manufacturer to the final user. Channel members in the distribution of consumer products are manufacturers/producers, agents, wholesalers, retailers, and consumers. Channel

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Distribution Chapter 22 Physical Distribution Chapter 23 Purchasing ... Marketing Essentials Chapter 21, Section 21.2 . Distribution Intensity Intensive distribution X involves the use of all suitable outlets to sell a product. The goal is

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blah blah blah blah blah. do diss nowwww. Activity for creating and delivering offerings that benefit the organization and its stockholders, and society.

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A B; channel of distribution: the path a product takes from producer or mfr. to final user: intermediaries(or middlemen) businesses involved in sales transactions that move products provide value to producers since they have expertise in certain areas

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