

**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.