

11.11: Applied Marketing Knowledge- Discussion Questions

1. What are the methods used to evaluate channel members? Why is this important?
 2. Explain the various forms of marketing systems. What factors go into the decision regarding which system is best suited to the given organization?
 3. Target market coverage is broken down into intensive, selective, and exclusive distribution. Evaluate which form of coverage works for what category of products and why, and give an example of each form.
 4. List the different forms of transportation for moving goods. What are the positives and negatives for each form? Can you think of a way to reduce the risk?
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