Marketing Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4.1 Questions

**Checkpoint Question pg. 90**

What is the difference between direct and indirect distribution?

**Checkpoint Question pg. 92**

What are the 4 major factors to be considered when a business selects a channel of distribution.

**Think Critically pg. 93**

1. What discrepancies exist between producers and consumers?

2. What are some ways a manufacturer can use to insure the

effectiveness of an indirect channel of distribution?

3. Why are the needs and preferences of consumers so important in

planning distribution?

4. What are some ways that computers are used to improve distribution?