

Think Critically

1. Describe a typical production chain for a product.
 2. What is logistics?
 3. Explain the difference between a shipping department and a receiving department.
 4. Give some tips for handling goods when they are moved and stored.
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Multiple Choice

1. ____ In planning your distribution strategy, it is important to (a) keep customer convenience in mind, (b) establish a position in the market, (c) order goods over the Internet, (d) all of these.
 2. ____ Intermediaries in the distribution channel include (a) manufacturers, negotiators, and consumers, (b) negotiators, retailers, and consumers, (c) agents, wholesalers, and retailers, (d) manufacturers, sellers, and consumers.
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True/False

1. ____ Channels of disbursement are the routes that products and services take from the time they are produced to the time they are consumed.
2. ____ Physical distribution of a product includes storage, handling, and packaging within a channel of distribution.
3. ____ A direct channel of distribution often uses several intermediaries.
4. ____ An indirect channel uses agents and public relations personnel as intermediaries.