

Name:

Date:

Class:

Lesson 9.3

Check Your Understanding

1. Discuss place as a primary element of the marketing mix. (9.3-1)

Answer:

2. Explain the concept of a supply chain. (9.3-2)

Answer:

3. State the activities associated with inventory control. (9.3-2)

Answer:

4. Define channels of distribution and explain the meaning of channel management. (9.3-3)

Answer:

5. Define effective channels of distribution strategies, including the activities associated with transportation, product handling, and storage. List the six main types of transportation. (9.3-3)

Answer: