29 Lecture - MGT211

Important Subjective

1. **What is the difference between a direct and an indirect distribution channel?**
Answer: A direct distribution channel involves selling a product directly to the end customer, while an indirect distribution channel involves selling a product through intermediaries such as wholesalers, retailers, or agents.

2. **What is a pricing strategy, and why is it important in marketing?**
Answer: A pricing strategy is a method of setting prices for a product or service. It is important in marketing because it determines the revenue a company earns and impacts the buying decisions of customers.

3. **How do companies determine the right price for a product?**
Answer: Companies determine the right price for a product by considering factors such as production costs, competitor pricing, customer demand, and market conditions.

4. **What is a distribution strategy, and why is it important in marketing?**
Answer: A distribution strategy is a plan for delivering a product or service to customers. It is important in marketing because it determines the availability and accessibility of a product, which impacts its sales and revenue.

5. **What is a pricing objective, and what are some examples?**
Answer: A pricing objective is a goal a company has for its pricing strategy. Examples include maximizing profit, increasing market share, or maintaining a competitive price.

6. **What is an intensive distribution strategy, and when might it be used?**
Answer: An intensive distribution strategy involves making a product widely available through many channels. It might be used for fast-moving consumer goods that customers expect to find in many places.

7. **What is a channel intermediary, and what is their role in distribution?**
Answer: A channel intermediary is a middleman who helps to distribute a product from the manufacturer to the end customer. Their role is to add value to the product, such as by providing storage, transportation, or marketing services.

8. **What is a selective distribution strategy, and when might it be used?**
Answer: A selective distribution strategy involves choosing a limited number of channels to distribute a product. It might be used for products that require a certain level of expertise to sell, such as high-end technology products.

9. **How do companies decide which distribution channels to use for their products?**
Answer: Companies decide which distribution channels to use for their products based on factors such as the target market, the product itself, and the company's resources and capabilities.

10. **What is a pricing tactic, and what are some examples?**
Answer: A pricing tactic is a specific action a company takes to adjust prices in response to

market conditions or to achieve a pricing objective. Examples include promotional pricing, bundling, or dynamic pricing.