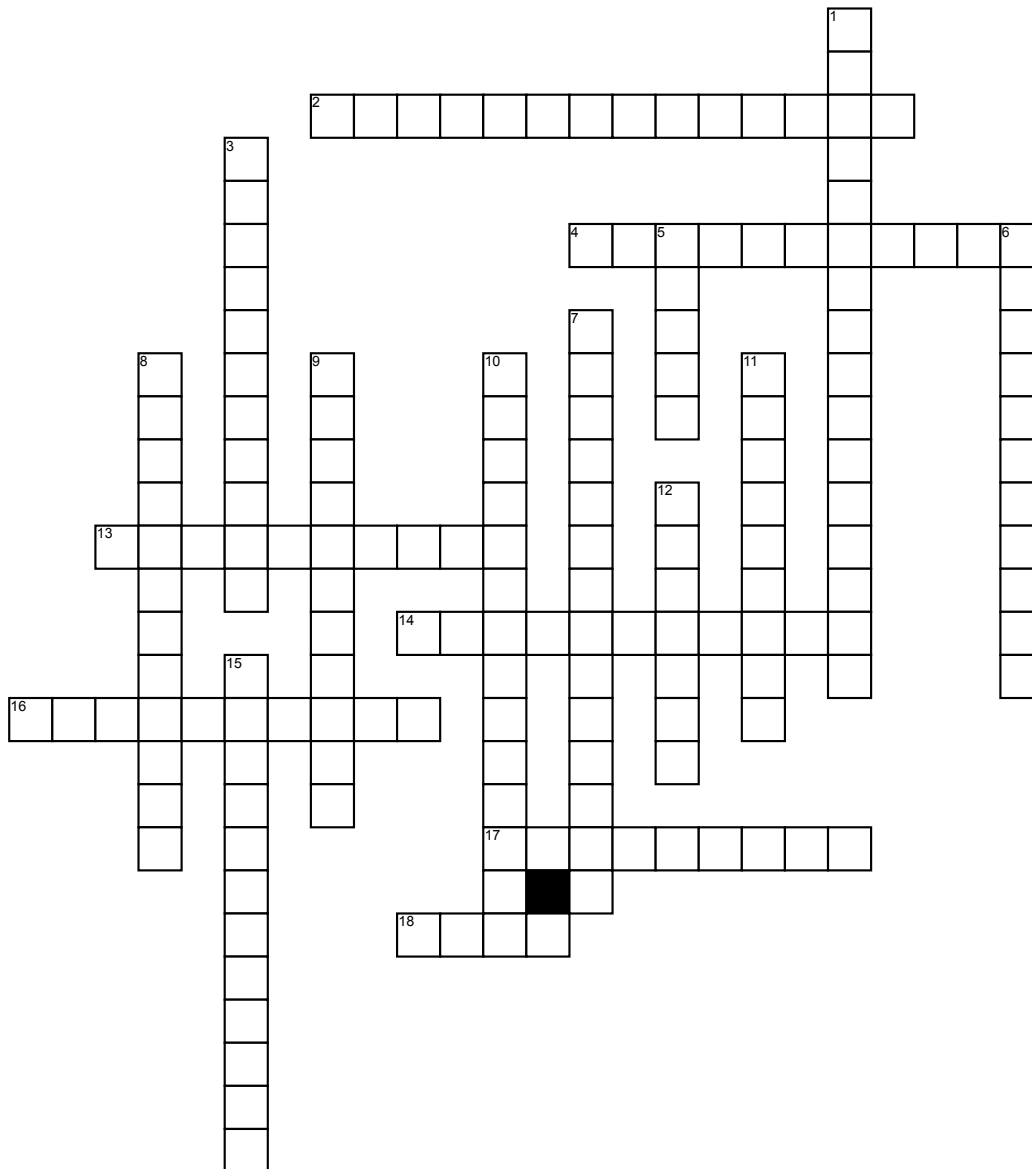


Name: _____

Date: _____

MARKETING MANAGEMENT N5: CHAPTER 2



Across

2. Type of retailer with low overhead costs and low prices

4. A type of retailer characterised by large parking facilities

13. The parent company that grants exclusive rights to trade under its brand name

14. A wholesaler selling limited variety of products at low prices

16. An advantage of a franchise

17. The type of intensity of distribution used for speciality products

18. The strategy where the manufactures markets to the consumer

Down

1. A type of retailer selling a limited product range, few product lines and wide variety of products in every line

3. A way to gain voluntary co-operation is to provide point-of-sales...

5. A source of conflict

6. Wholesale hawkers selling perishable products

7. Retail method where products are placed out of reach of the consumer

8. Type of retailer specialising in food and non-food items

9. An activity of physical distribution

10. Type of retailer offering wide and diverse range of products

11. The type of intensity of distribution where the product is available everywhere

12. A function of a wholesaler

15. The second step in composition of distribution channel is to determine...