**CHANNEL MATCH-UP**

**Directions:** Match the definitions in the left column with the terms in the right column. Write your answers in the blanks provided.

1. Channels of distribution that involve the use of   
intermediaries

a. Agent

b. Direct distribution

c. Industrial goods

d. Consumer

e. Channel of distribution

f. Intermediary

g. Producer

h. Indirect distribution

i. Industrial user

j. Retailer

k. Wholesaler

l. Consumer goods

m. Industrial distributor

n. Producer to industrial   
user

o. Producer to retailer   
to consumer

p. Producer to wholesaler   
to retailer to consumer

q. Producer to agent to user

r. Producer to agent to wholesaler to retailer to consumer

s. Producer to agent to   
retailer to consumer

t. Producer to agent to   
industrial distributor   
to user

2. Channel used to reach small retailers; producer gives up selling responsibilities

3. Most common route for industrial goods

4. Grower, provider, or manufacturer of goods or services

5. Industrial goods channel used for items with low unit values; producer gives up selling responsibilities

6. Path straight from producer to consumer or industrial user

7. Path a good or service takes from producer to consumer or industrial user

8. Items that will be consumed by the industrial user

9. Channel used to reach large retailers; producer maintains selling responsibilities

10. Business that buys goods/materials used to make other goods or in the operation of the business

11. Most common channel for consumer goods

12. Intermediary who assists in the sale of goods and   
services from producer to wholesaler

13. Intermediary who functions much the same as wholesalers do for consumer goods

14. Industrial goods channel used for items with high unit values; producer gives up selling responsibilities

15. Business or person who helps to move goods and   
services from the producer to the consumer

16. Business that purchases goods and sells them to   
consumers

17. Person who uses goods and services

18. Items that will be used by ultimate consumers

19. Channel used to reach large retailers; producer gives up selling responsibilities

20. Business that purchases goods and sells them to retailers