**CHANNEL MATCH-UP—ANSWER GUIDE**

**h** 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

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

**n** 3. Most common route for industrial goods

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

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

**b** 6. Path straight from producer to consumer or industrial user

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

**c** 8. Items that will be consumed by the industrial user

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

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

**p** 11. Most common channel for consumer goods

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

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

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

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

**j** 16. Business that purchases goods and sells them to   
consumers

**d** 17. Person who uses goods and services

**l** 18. Items that will be used by ultimate consumers

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

**k** 20. Business that purchases goods and sells them to retailers