1. Explain the three distribution strategies based on the number of intermediaries.
2. Briefly describe product specialization and market specialization
3. Briefly describe the steps in the segmentation process
4. What are the different income-distribution patterns? How does income distribution in the economies affect the marketing decision of the firms?
5. What challenges do marketers face in managing trade promotions?
6. What is the major difference between earned media and paid media?