

Q8 a) Channel levels \Rightarrow Distribution channel. is a mean used to transfer merchandise from manufacturer to the end user through retailers and other necessary intermediaries. An intermediary in the channel is called is called an agent / middleman. Channels normally vary from two-level channel without intermediaries to five-level channels with three intermediaries.

b) Channel Control \Rightarrow

In radio communication, a Control Channel is a central channel that controls other constituent radios by handling data streams. It is most often used in the

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Context of a trunked radio system : where the control channel sends various data which coordinates users in talking groups.