

Ans 8

## SHORT NOTES

① Channel level refers to the intermediary in marketing distributor's channel between the producer / manufacturer and the end consumer.

Every channel ~~between~~ level play a role in making the good available to the end consumer. The no. of channels levels between the producer and consumer could be, 0, 1, 2, 3 or more.

• A zero level channel is a direct marketing channel where there is no intermediary and the producer sells directly to the consumer. For ex<sup>o</sup> - direct sales and telemarketing etc.

• A one level channel has one intermediary typically a retailer between a manufacturer and consumer. Similarly, a 2 level and 3 level has 2 and 3.



## ② Channel controls - The channel

control is responsible for transferring control information between all mobiles and levels and the BTS. This is necessary for the implementation of call organization in this organization.

- The channel controls are random access of channels, used by the mobile and PC it is required gaining access to the system.
- The channel is also control the situation to the markets sales and product it can be defers to the knowledge of the customers and consumer. It is also liable for the system authority to access all the channel to their marketing and organization.



## ③ Supply chain management -

- Supply chain management is the management of the flow of goods and services and includes all processes that transform raw material into finished product. It involves the active streamlining of a business. Supply-side activities to maximize customer value and gain a competitive advantage in the market place.
- SCM represent and effort by suppliers to develop and implement supply chain that are efficient and economical as possible.
- Supply chain cover everything from production to product development to the information system needed to direct these undertaking.