



Using the information on page 194 of your textbook answer the following questions.

Follow the guidance notes on how to answer the questions. Be direct!

Remember to use correct Business terms.

Exam style questions – Paper 1

D & D manufacture footballs. The footballs are sold to sports shops throughout the world. The distribution channels D & D use are to sell its footballs directly to retailers in some countries or through an agent in other countries.

1. Identify and explain two benefits to D & D of using an agent to distribute its products. (6)

*Using the structure below answer the question in your book. When identifying the benefit be direct, then explain why it is a benefit to **D&D**.*

Benefit 1 _____

Explanation

Benefit 2 _____

Explanation

2. Do you think that D & D should continue to use an agent or sell on the Internet? Justify your answer. (6)

*In your book **outline** the structure of your answer to this question. State **how** the marks are awarded.*

Using your structure answer the question. Remember to use the correct business terms

You will be asked to share your answers with a partner in the class.

Provide constructive feedback when assessing the work.