[MKT104] Democracy creates a more\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ equilibriuk based on voluntary democratic

stable

[MKT104] A\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a contractual association between a manufacturer wholesale or service organisation

franchise

[MKT104] \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ stores are two or more outlets that are commonly owned

chain

[MKT104] \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ show different preference for retail sence levels and specific services

customers

[MKT104] The act of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is composed of two elements sale and purchase

exchange

[MKT104] A\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ showroom sells a wide selection of high markup, fast moving brand name goods at discount price

catalog

[MKT104] Service is when customers is willing to undertake the basic activities in shopping themselves

self

[MKT104] Chain stores ain promotional \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ because their advertising cost are spread over many stores

economics

[MKT104] A\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ cooperative is a retail firm owned by its customers

consumer

[MKT104] If\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ exists there is a great chance of the conflicting dynamics destorying the channel

anarchy

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