**Answers**

1. c) Place
2. b) Ensuring the daily consumer demand is met
3. d) Promotional agencies
4. c) Customers and consumers
5. d) All of the above
6. a) The difference between benefits and the cost of acquisition
7. b) Credit flow
8. b) The retailer
9. d) Legal services
10. a) A sales person is involved
11. c) Customers
12. a) Corporate or wholly owned
13. b) Extensive
14. c) Do the two business cultures match?
15. d) All of the above
16. d) Production management