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MULTIPLE CHOICE 1. Which type of strategy did Walmart decide to use to compete with Amazon? a. Heavy advertising b. Price reduction c. Establish kiosks in Walmart stores d. Wholesale distribution e.

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Answer: The marketing channel, through its members, performs a range of channel functions that constitute a process, flowing through the channel that is performed at different points in time by

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13. When Wal-Mart is performing negotiatory functions, it is involved in  
a. Transferring title, selling, and buying. b. Buying, selling, and transportation.

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