

DECA Marketing cluster exam Complete Solution Guide.

Exclusive Distribution - Situation where suppliers and distributors enter into an exclusive agreement that only allows the named distributor to sell a specific product.

Electronic Data Interchange (EDI) Systems - The electronic interchange of business information using a standardized format; a process which allows one company to send information to another company electronically rather than with paper.

Trading Partners - Business entities conducting business electronically.

Streamline - Make (an organization or system) more efficient and effective by employing faster or simpler working methods.

Slotting Allowances / Slotting Fee - A fee charged to produce companies or manufacturers by supermarket distributors (retailers) in order to have their product placed on their shelves. Known as Pay-to-Stay.

Consumer Choice - The range of competing products and services from which a consumer can choose.

Tariff - A tax or duty to be paid on a particular class of imports or exports. OR. Fix the price of (something) according to a tariff.

Horizontal Conflict - Refers to a disagreement among two or more channel members at the same level. For example, suppose a toy manufacturer has deals with two wholesalers, each contracted to sell products to retailers in different regions. If one wholesaler decides to branch its operations into the other wholesaler's region, a conflict will result.

Vertical Conflict - A disagreement between two channel members on consecutive levels. For example, if the toy manufacturer discovers its products are arriving at retail stores later than scheduled, a conflict might develop between the manufacturer and the wholesaler responsible for shipping to retailers.

Chargeback - A demand by a credit-card provider for a retailer to make good the loss on a fraudulent or disputed transaction.

Scrambled Merchandising - When a shop sells goods that are usually sold by another type of shop, in order to increase profits or attract new customers.

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