

SAMPLE FINAL EXAM SHORT INTEGRATIVE QUESTION

What are some implications of issues in distribution that we have discussed for Snapple, a maker of bottled iced tea in a variety of flavors? What kinds of complications might be added by the current social distancing needs?



Suggested answer length: 12-18 computer screen lines. Note that on the actual exam, if you were not familiar with this brand, it would be permissible to Google it.