|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Roll No |  |  |  |  |  |  |  |  |  |  |  |  |

****

**Presidency University**

**Bengaluru**

**School of Management**

**Summer term End-Term Examination - August 2024**

**Date**: 5th Aug. 2024

**Time**: 01.00 pm – 04.00 pm

**Max Marks**: 100

**Weightage**: 50%

**Semester**: III

**Course Code**: MBA3058

**Course Name**: Distribution and Channel Management

**Department:** SOM

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Do not write any information on the question paper other than roll number.*
3. *Question paper consists of 3 parts.*

**PART A**

**Answer any 10 Questions. Each question carries 3 marks. (10Qx 3M= 30)**

1. A logistics company is receiving complaints about delayed deliveries. How can improving customer service address this issue? (CO:01 Knowledge)
2. A distribution center wants to enhance its customer service. Identify three key components it should focus on. (CO:01 Knowledge)
3. A logistics firm is drafting its first customer service policy. What are two essential elements that should be included? (CO:01 Knowledge)

1. VRL Logistics is developing a customer service policy. What initial step should they take to ensure it aligns with customer expectations? (CO:02 Knowledge)
2. A retail company offers three levels of customer service: basic, standard, and premium. How can it differentiate the premium level to attract more customers? (CO:02 Knowledge)

1. A company wants to measure its customer service performance. What metric can it use to gauge customer satisfaction effectively? (CO:02 Knowledge)
2. An e-commerce platform is experiencing rapid growth and an increase in customer service inquiries. What strategy can they implement to handle the surge efficiently? (CO:03 Knowledge)
3. A distribution center is becoming the focal point for customer service. What role does it play in enhancing customer satisfaction? (CO:03 Knowledge)
4. A logistics company is integrating customer service into its operations. What is one benefit of this integration for customers? (CO:03 Knowledge)
5. A logistics firm is exploring innovative solutions to improve customer service. Suggest one technology they can adopt. (CO:04 Knowledge)
6. What services are typically provided by merchant banks? (CO:04 Knowledge)
7. Differentiate between leasing and hire purchase. (CO:04 Knowledge)

**PART B**

**Answer any 4 Questions. Each question carries 10 marks. (4Qx 10M= 40)**

1. A retail company is expanding its operations and aims to enhance its customer service strategy to meet increasing demand. What steps should the company take to develop a comprehensive customer service approach that ensures high customer satisfaction and supports business growth? (CO:01 Application)
2. A manufacturing company is evaluating its distribution strategy and considering different channel types and structures. Analyze the advantages and disadvantages of direct versus indirect distribution channels for the company. Provide examples of when each type might be more appropriate. (CO:02 Application)

1. A startup company is launching a new line of eco-friendly home cleaning products and needs to select the most effective distribution channels. Discuss the factors the company should consider in its channel selection process and recommend a suitable distribution strategy. (CO:03 Application)
2. A medium-sized electronics manufacturer is considering outsourcing its distribution to a third-party logistics provider. Identify and discuss the key drivers for this decision and analyze how third-party distribution can benefit the manufacturer. (CO:03 Application)

1. A global e-commerce company is facing increasing pressure to improve its logistics operations to meet customer demands for faster deliveries and lower shipping costs. Identify and analyze the key issues and challenges the company might face in optimizing its logistics network to drive sales, streamline operations, and delight customers. (CO:04 Application)
2. A multinational retailer is expanding its operations into new international markets. Analyze the key external environmental factors that could impact its logistics operations and how the company can mitigate these challenges to ensure smooth distribution and customer satisfaction. (CO:04 Application)

**PART C**

**Answer the following Questions. (2Qx 15M= 30)**

1. A global electronics manufacturer is expanding its product line and aiming to enter new international markets. The company recognizes the need to revamp its logistics strategy to accommodate the increased complexity of its supply chain. What comprehensive steps should the company take to overhaul its logistics operations to ensure efficient product distribution, cost-effectiveness, and high customer satisfaction? Discuss the potential challenges the company might face and propose solutions to overcome them. (CO:03 Analysis)
2. A medium-sized consumer electronics company is exploring various distribution channel types to increase market penetration and sales. The company is considering direct, indirect, and hybrid distribution channels. Analyze the advantages and disadvantages of each channel type and recommend the most suitable distribution structure for the company, considering its goal to expand its market reach while maintaining control over brand image and customer experience. (CO:04 Analysis)