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**Presidency University**

**Bengaluru**

**School of Management**

**End-Term Examination - August 2024**

**Date**: 5/08/2024

**Time**: 1;00 am to 4:0pm

**Max Marks**: 100

**Weightage**: 50%

**Semester**: Semester 3 Summer Term July 2024

**Course Code**:MBA 3058

**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= 30M)

1. **What is decision tree analysis.Give example?**(CO: 02) [Knowledge]
2. **What are the drivers of supply chain performance?**(CO :1) [Knowledge]
3. **What are Argo supply chains?** (CO : 2) [Knowledge]
4. **What is pricing and revenue management?**(CO1 :) [Knowledge]
5. **What are the components of a distribution channel strategy?**(CO 3:) [Knowledge]
6. **What is meant by channel control? When does a channels member resent additional control?** (CO:3) [Knowledge]
7. **What are the Determinants of Channel Structure**(CO:2) [Knowledge]
8. What is Physical Distribution ? Give example! (CO :1) [Knowledge]
9. Who is a Wholesaler and role of a Wholesaler? (CO :3) [Knowledge]

1. Define Non-store retailling and give examples? (CO:2) [Knowledge]
2. What are the models of logistics network?(CO :3) [Knowledge]

1. What are the different modes of logistics? (CO :4 ) [Knowledge]

**PART B**

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

1. A marketing channel is like a bridge. It helps get goods and services from those who make them to those who want to buy them. It is a set of helpers, or intermediaries, who work together to ensure that products get to the right places at the right times.Explain the above statement ? (CO : 1) [Application]
2. **Explain how to manage supply chain cycle inventory with reference to FMCG Company ? (**CO:2) [Application].
3. **What role does forecasting play in the supply chain of a build-to-order manufactures such as Dell Computers? (**CO:3) [Application].
4. **Explain the channel design process with a diagram? What is the need for comparison with the existing channel in the entire process? (**CO:4) [Application].
5. **What is an influence strategy in the context of channel management? How are influence strategy classified? How do we decide to select one type of influence strategy for a particular situation?(**CO:3) [Application].
6. **What is meant by a customer oriented channel? How is it different from a conventional marketing channel? (**CO:4) [Application].

**PART C**

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

1. CASE STUDY :

Kyle Cosmetics Ltd. A leading manufacturer of Face Creams, Fairness Creams, Shampoos, Toilet Soaps, etc., located at Mumbai has an annual turnover of Rs. 150 Crores. Presently the company is concentrating its marketing activities in the state of Maharashtra. The company has recently added extra manufacturing capacity and it proposes to triple its production. In order to meet enhanced sales to a tune of 500 Crores, the Company proposes to have a wider market network. In order to penetrate into new markets the chief executive of the company (CEO) asked his Distribution Manager,

Marketing Manager, Sales Manager and Product Manager, each one of them to give a write up how they propose to enter into the new markets by selecting appropriate distribution channels. The four managers after detailed study have suggested four different channels of distribution as detailed below.

These are :

(a) Exclusive distribution suggested by Marketing Manager

(b) General distribution suggested by Distribution Manager

(c) Bulk Indenter e.g. canteen, stores, factories, supermarkets, clubs etc., by Product Manager,

(d) Appointment of carrying and forwarding agent suggested by sales manager.

The Chief Executive Officer, is in a dilemma to choose the best alternative among the

above. suggested channels of distribution.

**Questions for discussion and answer :**

1. Discuss the pros and cons of each suggestion. What are the benefits of buying the products in bulk? **What Are the Advantages and Disadvantages of Using a Freight Forwarder?**
2. What channel or combination of channels you feel is most appropriate and justify

your choice?Explain the different levels of Channels that you can contemplate for the company?

(c ) Suggest the best Distribution solution for Kyle Cosmetics

(CO: 2) [Analysis]

1. ****Define the components of the logistics system of the following Industries****
2. **Automobile industry**
3. **Cement Industry**
4. **Pharmaceutical industry.**
5. **Mobile Phones**
6. **Airline Industry**