

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SET A**

**SCHOOL OF MANAGEMENT  
END TERM EXAMINATION - JAN 2024**

**Semester :** Semester III - 2022

**Course Code :** MBA3058

**Course Name :** Distribution and Channel Development

**Program :** MBA

**Date :** 11 -JAN-2024

**Time :** 10:00AM - 1:00 PM

**Max Marks :** 100

**Weightage :** 50%

**Instructions:**

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

**PART A**

**ANSWER ALL THE QUESTIONS**

**10Q X 3M = 30M**

1. Identify the 3 Dimensions of Channel Design for a consumer product manufacturing organization ?  
(CO2,CO3) [Knowledge]
2. Discuss various models in Logistics Management giving the structure of distribution channel.  
(CO1,CO2) [Knowledge]
3. What type of distribution network is typically best suited for commodity items?.  
(CO2,CO1) [Knowledge]
4. Explain role of Integrated logistics Supply chain Management wrt Channel design  
(CO3,CO2) [Knowledge]
5. What is meant by logistics strategy? How is a logistics strategy linked to the distribution function  
(CO2,CO3) [Knowledge]
6. What are distribution reference channel ? And how it is relevant to display stores and stocits.!Explain  
(CO3,CO1) [Knowledge]
7. How Can an Startup Ensure his Distribution Channels Work Effectively for successful Business?  
(CO4,CO3) [Knowledge]
8. What Considerations Should I Keep in Mind When Developing a Distribution Strategy?  
(CO4,CO2) [Knowledge]

9. Define direct distributor channel and give examples ?

(CO5,CO4) [Knowledge]

10. Define indirect distributor channel and give examples ?

(CO4,CO5) [Knowledge]

## PART B

**ANSWER ALL THE QUESTION**

**6Q X 7Q = 42M**

11. What would be the most likely mode of transportation for the Physical Distribution following products and why?

1. Soft drinks
2. Minerals like coal and Iron
3. Refrigerator and Washing Machines
4. Industrial Plant and Machinery
5. Industrial Chemicals
6. Perishable food items
7. Import of Essential Life saving Drugs and Medical equipment

(CO2,CO3) [Comprehension]

12. What is physical and logistics distribution management? Enumerate the importance of physical distribution and Logistics management? Give examples in support of your answers?

(CO3,CO2) [Comprehension]

13. Manufacturing Organizations like Tata Motors, Honda, Suzuki and Mahindra depend on distribution channel to move their products cars and scooters to the users. There are several phases through which a **distribution channel passes** as it is utilized by a company, and often, it can be present in more than one phase simultaneously. These distribution channel stages play a pivotal role in ensuring a successful product journey, from production to the hands of satisfied customers. **Explain the** Effective management of each phase is essential to deliver a seamless and delightful customer experience,

(CO2,CO5) [Comprehension]

14. Describe Intensive vs. selective vs. exclusive distribution channel for product companies?

(CO3,CO5) [Comprehension]

15. Channel members add value to a product by performing certain channel activities expertly! Discuss key Channel tasks?

(CO3,CO5) [Comprehension]

16. Explain the types of Distribution for goods and services industry with examples?

(CO5,CO3) [Comprehension]

## PART C

**ANSWER ALL THE QUESTIONS**

**2Q X 14M = 28M**

17. Explain major factors that influence choice of distribution channel ? Explain with reference to the company, that you have selected for your Project Report?

(CO5,CO4) [Application]

## 18. HLL - Reinventing Distribution\*

Hindustan Lever Ltd (HLL), one of India's leading companies in the fast moving consumer goods (FMCG) sector, sold products that spanned home and personal care products, soaps and detergents, industrial and agricultural products, food and beverages...

HUL works to create a better future every day and helps people feel good, look good and get more out of life with brands and services that are good for them and good for others.

### VIEW OUR BRANDS

With 50+ brands spanning 16 categories such as fabric solutions, home and hygiene, life essentials, skin cleansing, skincare, hair care, colour cosmetics, oral care, deodorants, tea, coffee, ice cream & frozen desserts, foods and health food drinks, the Company is a part of the everyday life of millions of consumers across India. Its portfolio includes leading household brands such as Lux, Lifebuoy, Surf excel, Rin, Wheel, Glow & Lovely, Pond's, Vaseline, Lakmé, Dove, Clinic Plus, Sunsilk, Pepsodent, Closeup, Axe, Simple, Love Beauty Planet, TRESemmé, Brooke Bond, Bru, Knorr, Kissan, Kwality Wall's, Horlicks and Pureit.

HUL, with a turnover of INR 58,154 Crores (Financial year 2022-23) is a subsidiary of Unilever, one of the world's leading suppliers of Food, Home Care, Personal Care and Refreshment products with sales in over 190 countries.

The corporate objective of HLL is "to meet the everyday needs of people everywhere". This is met through an extensive distribution system that covers the diverse geographical boundaries of the country. This caselet gives an insight into the measures taken by HLL to extend its distribution system and create special channels for specific products -- like Lakmé Beauty parlors for its beauty products. It also discusses the rural distribution channels of HLL under Project Shakti.

### Issues:

- » Need for extending beyond traditional distribution
- » Role of internet in servicing dealers and customers
- » Relevance of product specific channels of distribution

1. Despite having an extensive distribution channel that served to "meet everyday needs of people everywhere," HLL's profits have been declining. Where do you think HLL has gone wrong? What can it do to improve its market position addressing the issues above?

2. HLL has introduced specially designed products at affordable prices to tap the rural sector. Discuss in detail the initiatives taken by HLL to improve distribution in this context. Suggest some other measures it can undertake to strengthen its position in this segment.

(CO3,CO5) [Application]