

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - NOV 2023**

Semester : Semester III - 2022

Course Code : MBA3058

Course Name : Sem III - MBA3058 - Distribution and Channel Development

Program : MBA

Date : 3-NOV-2023

Time : 2:00PM - 3:30PM

Max Marks : 50

Weightage : 25%

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

(5 X 2 = 10M)

1. What is a logistics system? What are the components of a logistics plan?

(CO1) [Knowledge]

2. What are the Determinants of Channel Structure

(CO1) [Knowledge]

3. Define Agro Supply Chain Integration

(CO2) [Knowledge]

4. How can a specialist reduce the cost of distribution channel while analyzing all the aspects of the selection of them?

(CO2) [Knowledge]

5. What is the difference between physical distribution and channel of distribution?

(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(3 X 6 = 18M)

6. Channel design begins with an understanding of customer needs and how they can best be met. Marketing channels are the means by which companies communicate with and deliver value to customers. They include all the touch points a customer has with a company, from awareness and acquisition to service and support.

Explain the three dimensions of Channel design by define steps

(CO1) [Comprehension]

7. **What are the major contributions of distribution channels to a society? Is it possible to imagine a society without distribution channels?**

(CO1,CO2) [Comprehension]

8. **Consider an FMCG company like Hindustan Unilever, trying to distribute its product directly to its consumers. What would be the major hurdles if this strategy is followed? What would be the advantages and disadvantages by following this strategy?**

(CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(2 X 11 = 22M)

9. **Define the components of the logistics system of the following industries (a) automobile industry (b) cement, (c) pharmaceutical industry.(d) Mobile Phones**

(CO1) [Application]

10. Snigdha 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:

- (a) Discuss the pros and cons of each suggestion.
- (b) What channel or combination of channels you feel is most appropriate and justify your choice?

(CO1) [Application]