

JARAMOGI OGINGA ODINGA UNIVERSITY

ABA 312 : CHANNEL MANAGEMENT EXAMS

INSTRUCTIONS

ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS

1. (a) Design a three-level distribution network using illustrations for distributing a popular maize flour brand from the factory to the retail outlet (15mks)

(b) Identify and explain any five factors to consider in selecting channel members. (5mks)

2. (a) Distinguish between physical and trading channel. (5mks)

(b) Briefly state and explain the five modes of distribution. (10mks)

3. (a) Discuss the following distribution systems as used in channel management.

- a) Direct (3mks)
- b) Indirect (3mks)
- c) Hybrid (multi-channel) (3mks)

(b) Explain by use of examples the concept of target markets. (6mks)

4. (a) Evaluating channel performance is a key aspect of channel management. Clearly describe the following performance measures.

1. Effectiveness of the channel (3MKS)
2. Equity of the channel (3MKS)
3. Efficiency of the channel (3MKS)

(b) Identify any three methods/ways of monitoring channel members. (6MKS)

5. (a) Discuss in details the following channel designs.

- 1) Intensive distribution design (4MKS)
- 2) Selective distribution design (4MKS)
- 3) Exclusive distribution design (4MKS)

(b) Explain the term channel conflict as used in channel management. (3MKS)

6. (a) Explain clearly the use of franchise systems arrangements in channel management. (5mks)

(b) Identify and discuss any five pricing issues in channel management. (10mks)