

**UNIVERSITY OF KABIANGA**

**UNIVERSITY EXAMINATIONS**

**2014/2015 ACADEMIC YEAR**

**THIRD YEAR SECOND SEMESTER EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 332**

**COURSE TITLE: CHANNELS MANAGEMENT**

**DATE: 14TH APRIL, 2015**

**TIME: 2.00 P.M-5.00 P.M**

**Instructions:**

Answer question **ONE** and any other **THREE** questions.

**QUESTION ONE**

Discuss the significance of the following variables in channel structure decisions; (25 marks)

1. Market variable
2. Product variable
3. Company variable
4. Intermediary variable
5. Behavioral variable

**QUESTION TWO**

Using relevant examples, discuss the statement, “Channel members in every industry must be motivated so that they can implement organizational strategies.” (15 marks0

**QUESTION THREE**

As human beings products have a life cycle, explain how life cycle of a product affects channel decision. (15 marks)

**QUESTION FOUR**

1. Discuss various channel issues that exist in channel management and
2. Explain how each of the marketing mix areas can be used as resources that can be employed for improving the firm’s channel management strategies. (15 marks)

**QUESTION FIVE**

1. The marketing channel may be defined as the external contractual organization that management operates to achieve its distribution objectives. Explain the following terms as used in the definition. (12 marks)
2. External
3. Contractual organization
4. Operates and
5. Distribution objectives
6. What do you understand by: “Manufacturers, sales and office”? (3 marks)

**QUESTION SIX**

Discuss various channel design phases that you as a channel manager go through while designing a channel of distribution. (15 marks)