

**UNIVERSITY OF KABIANGA**

**UNIVERSITY EXAMINATIONS**

**2015/2016 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER EXAMINATION**

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

**COURSE CODE: BBM 332**

**COURSE TITLE: CHANNELS MANAGEMENT**

**DATE: 7TH DECEMBER, 2015**

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

**Instructions:**

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

**QUESTION ONE**

1. Direct marketing has become the fastest growing form of marketing. Explain the benefits of direct marketing to buyers. (10 marks)
2. With the help of diagrams, contrast the two types of channel arrangements. (conventional marketing channel vs vertical marketing system) (10 marks)
3. Highlight at least **five** major market intermediaries. (5 marks)

**QUESTION TWO**

1. A marketing channel performs the work of moving goods from producers to consumers. Explain **five** key functions performed by a marketing channel. (10 marks)
2. Define the term channel of distribution. (5 marks)

**QUESTION THREE**

1. Describe the types of conflicts that exist in marketing channels and explain the various methods that are used to manage such conflicts. (12 marks)
2. What is channel conflicts. (3 marks)

**QUESTION FOUR**

1. Producers vary in their ability to attract qualified middlemen within the chosen channel. Some producers have to trouble recruiting middlemen. Whether producers find it easy or difficult to recruit middlemen, they should at least determine what characteristics distinguish the better middlemen. Briefly discuss some of the factors the producers will use to evaluate the middlemen. (10 marks)
2. Training is a process of providing the intermediaries with specific skills for performing their tasks better and helping them to correct deficiencies in their sales performance. What should the training content contain? (5 marks)

**QUESTION FIVE**

1. Write short notes on the following; (12 marks)
2. Intensive distribution
3. Selective distribution
4. Exclusive distribution
5. Discuss how product perishability is important in channel planning. (3 marks)

**QUESTION SIX**

1. Given a set of logistics objectives, the company designs a logistics system that minimizes the cost of attaining their objectives. Discuss some of the major logistics functions. (8 marks)
2. Explain the reasons why today firms are giving greater emphasis on logistics. (7 marks)