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UNIVERSITY OF KABIANGA

UNIVERSITY EXAMINATIONS 2016/2017 ACADEMIC YEAR THIRD YEAR SECOND SEMESTER EXAMINATION

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 332

COURSE TITLE: CHANNEL MANAGEMENT

DATE: 26TH JUNE, 2017

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

INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF (3) PRINTED PAGES

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MAIN CAMPUS

UNIVERSITY OF KABIANGA

University Examination 2016/2017

YEAR 3 SEMESTER 1 EXAMINATION FOR THE DEGREE OF BUSINESS
MANAGEMENT

BBM 332: CHANNEL MANAGEMENT – MAIN EXAM

INSTRUCTIONS TO CANDIDATES:

TIME: 3 HOURS

Answer question ONE (COMPULSORY) and any other THREE questions

Question 1

As a newly employed marketing manager of a medium size firm which deals in processing of fast consumer goods, your chief executive officer wants you to address a number of issues concerning their ways of distribution which is currently facing a lot of challenges because of competition. Explain how you can address the following issues:

- a. The firm is considering a major distribution of its goods across the country. Elaborate five ways in which you can evaluate the different channels. (10 marks)
- b. Explain three different intensities of channel distribution (6 marks)
- c. Describe five factors that affect the distribution strategy (5 marks)
- d. Explain four different market channel levels that can be adopted (4 marks)

Question 2

- a. Market systems view focuses on a framework for the whole distribution system instead of single distribution channel that focuses on buyers and sellers in direct contact. Discuss four types of marketing channel systems. (8 marks)
- b. Discuss the marketing environment forces that affect management ability to make decisions as far as marketing channel is are concern. (7 marks)

Question 3

- a. When a marketing channel has been developed, a series of flows emerges. Discuss (10 marks)

- b. Distinguish the term channel strategy from logistics management (5 marks)

Question 4

- a. Modern, well managed merchant wholesalers are especially well-suited for performing several types of distribution tasks for a manufacturer. Discuss. (10 marks)
- b. Discuss the different ways of establishing channel relationships (5 marks)

Question 5

- a. Discuss the steps into which channel design decision may be broken down. (7 marks)
- b. Explain four importance of establishing a close channel relationship (8 marks)