



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

THIRD YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION WITH INFORMATION TECHNOLOGY

MAIN CAMPUS

ABA 312: CHANNELS MANAGEMENT

Date: 16th February, 2018

Time: 8.30 - 11.30am

INSTRUCTIONS:

- Answer Question ONE and any other THREE.
- Question ONE carries 25 marks. The others carry 15 marks each



Question One

- a) The concept of distribution as a gap fails to explain planning and control aspects needed in channel management. Discuss. (8marks)
- b) Describe in details the rationale for intermediaries. (8marks)
- c) Suggest the right channel for sewing machines, fish and bathing soap. Define your choice. (9 marks)

Question Two

Logistics is much more than simply shipping products to customers. Discuss.

(15marks)

Question Three

Your company has recruited young team of executives in the marketing department and your marketing manager requires you to develop a presentation on designing channel systems.

Prepare a paper for submission to the marketing manager outlining the content of your talk, covering specifically: Explanation of a blueprint for designing marketing channels.

(15marks)

Question Four

Channel systems like any other system in an organization do have its own complications, thus making it difficult to achieve co-ordination and co-operation within channel structure.

Required:

- a) Describe the mechanisms available to marketing channels manager for achieving co-ordination and co-operation among the channel members. (6marks)
- b) Describe the possible causes of channel conflicts which a manager in the distribution department should be aware of. (9marks)

Question Five

- a) Explain the major categories of variables that should be considered in each step of the channel management process. (10marks)
- b) Producers vary greatly in how they manage their distributors. They can draw on powers to elicit co-operation. Discuss. (5marks)

Question Six

Explain how companies select, motivate and evaluate channel members. (15marks)