



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2017/2018

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

CITY CAMPUS

ABA 312: CHANNELS MANAGEMENT

Date: 8th May 2018

Time 5.30 - 7.30pm

INSTRUCTIONS:

- Answer Question ONE and any other THREE questions.
- Question ONE carries 25 Marks and the rest 15 Marks each.

- Q1. (a) Explain the role played by marketing channels in marketing (15marks).
(b) Describe the channel management process (10marks)
- Q2. (a) Logistics is much more than simply shipping products to customers. Explain. (15marks).
- Q3. (a) Under retailing sector, opening an outlet is not just that a distribution channel manager is expected to do for a firm which has established its own distribution outlets, but much more. Discuss. (15marks)
- Q4. Illustrate with the help of examples the causes of channel conflicts. (15marks)
- Q5. Discuss the role of channel design in the search to gain differential advantage. (15marks)
- Q6. (a) Explain the major factors channel managers ought to consider while selecting channel members. (7 ½ marks)
(b) Producers vary greatly in how they manage their distributors. They can draw on powers to elicit cooperation. Discuss (7 ½ marks)