



Uganda Martyrs University
Making a difference

**FACULTY OF BUSINESS ADMINISTRATION AND
MANAGEMENT**

END OF SEMESTER EXAMINATION

COURSE UNIT: MARKETING CHANNELS MANAGEMENT

COURSE CODE: 3108

PROGRAMME: BAM

YEAR OF STUDY: III

SEMESTER: I

ACADEMIC YEAR: 2023/2024

INSTRUCTIONS:

Attempt any four (4) questions of your choice. Each question carries 25 marks.
Time allowed is 3 hours

Question 1:

Channel members, sometimes called intermediaries or middlemen, work together to complete the various tasks it takes to get a product from production through to sale. While a producer could decide to market and sell products directly to consumers, usually they use channel members to make the process more efficient.

- a) Examine the primary functions of channel members? **(10 marks)**
- b) By use of illustration, differentiate between consumer marketing channels and business marketing channels. **(5marks)**
- c) Describe the channel capabilities that the supplier seeks. **(10 marks)**

Question 2:

Distribution channels include wholesalers, retailers, distributors, and the Internet. In a direct distribution channel, the manufacturer sells directly to the consumer. Indirect channels involve multiple intermediaries before the product ends up in the hands of the consumer.

- a) Describe the factors affecting the choice of distribution. (10 marks)
- b) Explain the factors to be considered in choice of a transport mode. (10 marks)
- c) State five freight documents. (5 marks)

Question 3:

Wholesaling involves buying goods in bulk from a manufacturer at a discounted price and selling to a retailer for a higher price, for them to repackage and in turn resell in smaller quantities at an even higher price to consumers.

- a) Describe the functions of a wholesaler (10 marks)
- b) Explain the various classes of wholesalers (10 marks)
- c) What are the major wholesaling decisions? (5 marks)

Question 4

Channel factors are stimulus or response pathways that serve to sustain behavioral intentions with particular intensity or stability. They are catalysts of behavior. For example, during WWII selling war bonds required a face-to-face appeal at the workplace to really get increased sign-up.

- a) Describe the channel design factors. (10 marks)
- b) Illustrate and explain the channel design process. (15 marks)

Question 5:

Channel marketing focuses on the distribution of products from the manufacturer to the consumer. It is part of the distribution (or "place") component in the four P's of the "marketing mix" – product, pricing, promotion, and place.

- a) How do vertical marketing systems operate? (10 marks)
- b) How do horizontal marketing systems operate (10 marks)
- c) What do you understand by hybrid marketing systems? (5 marks)

Question 6:

Distribution policies refer to the measures taken by a company, from manufacturing to packaging and final transport stages, to ensure the product reaches the most appropriate channels and points of sale; and does so within the planned launch and product replenishment times.

- a) What do you understand by marketing channel/ distribution policy? (5 marks)
- b) Why is designing marketing channel/ distribution policy important? (10 marks)
- c) Describe the various types of distribution policies. (10 marks)

Question 7:

Channel information systems comprise an information database and the hardware and networks that help in the collection, processing and transmission of information. The hardware, software and networks vary depending on the application requirements of channel members.

- a) Describe the importance of information systems for management of channels. (10 marks)
- b) Explain the elements of channel information systems? (10 marks)
- c) How are information systems used to impact channel service objectives? (5 marks)