

# UGANDA MARTYRS UNIVERSITY

## FACULTY OF BUSINESS ADMINISTRATION AND MANAGEMENT

COURSE CODE: 3108: MARKETING CHANNELS MANAGEMENT FINAL ASSESSMENT

END OF SEMESTER ONE EXAMINATIONS, BAM III 2021/2022

Date: 20<sup>th</sup> January, 2022

Time: 2.00. 00 p.m. – 5.00 p.m.

### INSTRUCTIONS

1. Answer **FOUR** Questions.
2. Write clearly and legibly and **DO NOT WRITE NAMES** on the Answer Sheet.
3. **Do not** write anything on the question paper.
4. **Do not** take Mobile Phones into the examination room.
5. Follow the instructions of the examination supervisor.
6. Indicate questions answered on the Answer Sheet in the column of Questions.

### Question One:

Supply Chain Management (SCM) has been defined as "the management of upstream and downstream relationships with suppliers and customers to deliver superior customer value at less cost to the supply chain as a whole". Giving practical examples, discuss the implications of the above statement. (25 Marks)

### Question Two:

Discuss with practical examples, five approaches that you can consider when choosing a marketing management system (25 marks).

### Question Three

Wholesaling involves purchasing goods in bulk from the manufacturer and then reselling them to the retailer for a profit.

- i. Discuss the particular activities you would engage in while involving yourself in wholesaling (5 marks)
- ii. Explain at least four key take ways imply of wholesaling (10 Marks)
- iii. How does wholesaling work? (5 Marks)
- iv. How different is the business of Wholesaling from a retailing enterprise? (5 Marks)

### Question Four

The evolution of marketing management can be described as a shift from viewing marketing as competition and discrete transactions to viewing it as cooperation and relationship building. Indeed, the most basic marketing relationship is the transaction, and the most comprehensive relationship is vertical integration, where a company owns its upstream suppliers and downstream channel members. **Discuss** (25 Marks)

### Question Five

In most cases a Company does not sell its products directly to the consumer but rather, products are transferred as a result of the cooperation of various companies and organizations.

- i. What is the meaning of the concept of a marketing channel?
- ii. Sometimes the term marketing channel is confused with the channel of physical distribution. What makes the difference between the two concepts?
- iii. Distinguish between Supply Chain, Value Chain, Distribution System, and the marketing channel



### Question Six

- i. Explain why it is important to think about vertical and horizontal aspects when considering an organizational structure. (10 Marks)
- ii. Why does the marketing channel structure incorporate the operations and interactions of various marketing institutions?