

UGANDA MARTYRS UNIVERSITY

FACULTY OF BUSINESS ADMINISTRATION AND MANAGEMENT

DEPARTMENT OF MANAGEMENT SCIENCE

PROGRAMM: BAM III JAN INTAKE (SPEC)

COURSE: Marketing Channel Management

FINAL ASSESSMENT – 2022/2023

DATE: 23rd May, 2023

TIME ALLOWED: 3hrs: 9:30am-12:30pm

Instructions to Candidates:

1. *Answer FOUR questions*
2. *All questions carry equal marks*
3. *Begin a new number on a fresh page*
4. *Credit will be given for use of relevant examples and illustrations*
5. *Mobile phones are NOT allowed in the examination room*

QUESTION ONE ✖

- (a) A marketing manager in your organization is considering changing the distribution channels with the view to improve upon sales. Explain the factors he would consider when deciding the marketing channel mix. (10 Marks)
- (b) What channel management decisions would you consider while carrying out your operations as a marketing manager. (6 Marks)
- (c) Explain the various channel types of conflict that any marketing process is likely to encounter in the marketing process. (6 Marks)
- (d) How can these conflicts be resolved? (3 Marks)

QUESTION TWO ✖

- (a) Explain the concept of marketing channels (5 Marks)
- (b) With relevant illustrations discuss the marketing channels structures and their respective functions. (20 Marks)

QUESTION THREE

- (a) State and explain the main functions of marketing channels (10 Marks) ✖
- (b) Discuss the functions of channels members in a distribution setting (15 Marks)

QUESTION FOUR

“Marketing channels members are players in the marketing channels who perform different roles in the overall functions of Marketing channels” With clear illustrations and in line with the above statement discuss the composition of this membership (25 Marks)

QUESTION FIVE ✖

- (a) As student who has just completed studying marketing channels, you have been approached by a client seeking knowledge on marketing channels policies. Explain to the client the respective policies. (15 Marks)
- (b) Clearly bring out the relevance of an information system to a marketing officer involved in a distribution of company products. (10 Marks)

QUESTION SIX

- (a) Distinguish between Logistics from logistic management (5 Marks) ✖
- (b) Explain the various components of a physical distribution system (10 Marks)
- (c) State and briefly explain the key principles of customer service standards in a distribution of company products. (10 Marks)

GOOD LUCK.