

Assignment No. 2

Course Code: EMKT503

Registration Number: _____

Instructions:

- a. Attempt all questions given below in your own handwriting. Assignment in typed format will not be considered for evaluation.**
- b. The student has to complete the assignment in the allocated pages only. Any other page in case utilized shall not be considered.**

Q1. Channel design will normally emanate from channel objectives. Take two companies of your choice and explain how their channel designs have emanated from their channel objectives
[10 Marks]

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Q2. Why do conflicts arise among channels of a firm (among channel levels and among channel members in a given level). Find out one such conflict that occurred in any organizations and discuss how it could had been resolved. [10 Marks]