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| **C:\Users\ADMIN\Desktop\j.png** | **JAIPURIA INSTITUE OF MANAGEMENT, INDORE**  Post Graduate Diploma in Management |
| **Course Title: Distribution and Channel Management, (Course Code: 401501)**  **End-Term Examination, Term - IV (October, 2023)** | |
| **Time Duration : 2 Hours Total Marks: 40** | |

***General Instructions*:**

1. *Answer the questions as directed.*
2. *All questions are compulsory and carry equal marks.*
3. *Answer all the questions of a ‘Section/Question’ at one place in continuation.*
4. *Answers should be brief and to the point.*
5. *Make and state necessary assumptions, if required.*
6. *Do not write on the question paper except your roll number.*
7. *Quality of response and reasoning will be highly appreciated over the quantity.*

**Q1. Kartik Varyan, VP of marketing for a major manufacturer of air conditioner with best 5 star energy saving rating in India, was elated after reading an article in The Times of Hindustan about the recent steep rise in energy prices across India. “This will be great for us. Our sales could double next season,” he exclaimed to his general sales manager, Rajpal Jadhav, who had just walked into the office. “Tell your district sales managers to instruct their field salespeople to push retailers to double their inventory and floor space for our Air conditioners,”. Rajpal Jadhav responded, “I’ll do it right away, but the last thing retailers are going to want is to stock up heavily on inventory when this energy price spiral might cause a recession.”**

**Analyze this situation in terms of the different perspectives of the manufacturer and the retailers about this environmental development. (10 Marks)**

**Q2. “I just can’t get these guys to feature our new fresh paratha products the way they should,”**

**remarked Alia Advani, a product manager for a major manufacturer that had ventured into the new growth field of fresh refrigerated foods. Fresh paratha was to be one of the company’s key products in its effort to build the fresh and frozen food product category. The “guys” Alia referred to were store managers for a local supermarket store. They were not using the manufacturer’s carefully planned display with special signs to feature the fresh paratha. Instead, they had simply stacked up the paratha in the refrigerator case next to the eggs and milk in most of the stores. This had been going on for more than 8 weeks, and the new fresh paratha line had not done well. Alia Advani blamed the poor results on lack of retailer promotion support.**

**Investigate and deliberate the situation in terms of the need to obtain channel member support and follow through in push promotions. (10 Marks)**

**Q3. The Erawat Corporation is world-renowned for its anticorrosive coatings, for use on everything from heavy industrial equipment to furniture. The company sells its industrial products through wholesalers (industrial distributors) and its consumer products through both wholesalers and retailers. Erawat has, for many years, talked about doing business with its channel members by the golden rule—“doing business together with sincerity, honesty and cooperation.” The company is also fairly selective in its choice of distributors, limiting the number selected to the fewest possible needed to provide effective coverage of each market. In addition, Erawat makes it a point to say that it sells through the distributor, not just to him. Given this approach to dealing with channel members, what criteria do you believe would be especially important for Erawat Corporation to emphasize in selecting prospective channel members? (10 Marks)**

**Q4. Nina Ambani talked to knowledgeable salespeople about the pros and cons of a variety of cameras, discussed the various features and handled the cameras to see how they felt while at the Troma Store, a full-service camera shop at a regional shopping mall. She decided to buy a Fanon X50. But she did not buy it from the Troma Store. Instead she said thank you very much to the salesperson and left the store. She went over to the coffee shop across the street, ordered a coffee and, ordered the Fanon X50 using her Maple iPhone to find the lowest price online seller. Three days later, the camera was delivered to Nina’s home. Nina was delighted—she had saved Rs. 600 and the camera was exactly the same one she had tried out in the Troma Store. Nina could not have cared less whether the online dealer was authorized to sell Fanon cameras.**

**Examine this situation from the point of view of Nina Ambani, the Troma Store, the online dealer and the manufacturer. (10 marks)**

**General Guidelines:**

* Font: Calibri
* Font Size: 12
* Line Space: 1.15