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| **C:\Users\ADMIN\Desktop\j.png** | **JAIPURIA INSTITUE OF MANAGEMENT, INDORE**Post Graduate Diploma in Management |
| **Course Title: Distribution & Channel Management (Course Code: 40112)****Improvement Examination, Term - IV (October, 2024)** |
|  **Time Duration : 2 Hours Total Marks: 40** |

***General Instructions*:**

1. *Answer the questions as directed. The break-up of the marks is given wherever necessary.*
2. *Marks against each question is indicated to its right.*
3. *Answer all the questions of a ‘Section/Question’ at one place in continuation.*
4. *Answers should be brief and to the point.*
5. *Do not write on the question paper except your roll number.*

**Q.1 Raj Kumar, VP- channel sales for a major manufacturer of Refrigerators with best 5 star energy saving rating in India, was elated after reading an article in The Times of Bharat 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, Shraddha, 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 Refrigerators,”. Shraddha 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)**

**Q.2 The Uniball pen company, markets its Uni pens and are sold by more than 100,000 supermarkets, drugstores, and other mass merchandisers all over India. Uniball has traditionally relied on large numbers of mass marketers to sell these products.**

**Can Uniball be “partners” with each of the 100,000 retailers selling their products? Explain why or why not? (10 Marks)**

**Q.3 Does the lack of a product flow alter the design and management of marketing channels for services as compared to marketing channels designed by manufacturers?**

**Analyse and Explain. (10 Marks)**

**Q.4 Vending machines have existed as a mechanical channel for distributing a variety of products for many decades. In India the typical products found in vending machines are soft drinks, toys, candy, and snack foods. But in recent years the variety of products sold through vending machine channels has broadened dramatically.**

**From a channel design standpoint, what do you see as the key variables to consider in determining whether vending machines could be a feasible channel choice for any given product of your choice? (10 Marks)**