**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**FIFTH TRIMESTER (Batch 2019-21)**

**END TERM IMPROVEMENT EXAMINATION, JAN-2021**

|  |  |  |  |
| --- | --- | --- | --- |
| Course Name | **Distribution and Channel Management (DCM)** | Course Code | **MTK503** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**Instructions: All the questions are compulsory and carry equal marks**

**Q.1.** Explain channel design process for distribution of placement brochure of a premium B-School?

**(10 Marks)**

**Q.2.** “Larger the number of intermediaries, higher would be the cost of the product.” Comment on the statement. Give suitable example to support your arguments?

**(10 Marks)**

**Q.3.** For many years an MNC shoe company best known manufacturers of casual and sports shoes logistical system was geared to large orders. Hence priority was given to major department stores and retail chains that purchased in large quantities. But market reports were indicating that consumers were shopping in increasing numbers at small independent retailers and boutiques for the kinds of shoes and boots sold by this company (say ABC Shoes Limited). So, the problem facing ABC Shoes Limited was how to service the large numbers of small retailers with their tiny orders while still maintaining high levels of efficiency and low order processing costs. To meet this challenge, ABC Shoes Limited reengineered its logistical system by using modern scanning equipment to control inventory, track merchandise and handle all paperwork automatically.

Does this situation represents an interface between channel management and logistics management? Explain.

(**10 Marks)**

**Q.4**. Explain various bases of power and how they can be used in managing distribution channel. Explain with suitable example in context of carbonated beverages. **(10 Marks)**