**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

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

**END TERM EXAMINATION, JAN-2021**

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| Course Name | **Distribution and Channel Management** | Course Code | **MKT503** |
| Max. Time | **2 hours** | Max. Marks | **40** |

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

**Q1**. Explain the selection process of channel personnel? Discuss the effective training methods for channels better performance? **(5+5 = 10 Marks)**

**Q2.** What are the major factors which would you take into account, while selecting the distribution channel for consumer durable products? How these affect the product, price and sales promotions? **(5+5 = 10 Marks)**

**Q3.** Based on the different stages of product life cycle discuss the implications of each stage for channel management? **(10 Marks)**

**Q4. Case Study**

“I just can’t get these guys to feature our new fresh pasta products the way they should,” remarked Alice DeMarco, the product manager for a major manufacturer that had ventured into the new growth field of fresh refrigerated foods. Fresh pasta was to be one of the company’s key products in its effort to build the fresh food product category. The “guys” DeMarco referred to were store managers for a regional supermarket chain. They were not using manufacturer’s carefully planned display with special signs to feature the fresh pasta. Instead they had simply stacked up the pasta in the refrigerator case next to the eggs and milk in most of the stores. This had been going on for more than five weeks and the new fresh pasta line had not done well. DeMarco blamed the poor results on lack of retailer promotion support.

Q4 a. Discuss the situation in terms of the need to obtain channel member support and follow-through in push promotions. **(5 Marks)**

Q4 b. Suggest some options to DeMarco to increase the sales of Pasta products through the channel members**? (5 Marks)**