

Tilak Maharashtra University
Master of Business Administration (Distance)
(Semester - IV) - Internal Evaluation (Marketing)
Distribution Management

Marks : 80

Code : MDM 402

Note:

- ❖ The Paper Consist of two sections I & II
- ❖ Attempt any three questions from Section I
- ❖ Section II is Compulsory

Section I

1. a) What are Marketing Channels? How do they add value to the distribution process? What are its functions? (15 Marks)

OR

- b) Every company knows that by including marketing channels it will have to loose money that it will pay to the channel members. Why would companies still prefer to have outsiders between itself and its customers?

2. a) What role is played by retailers in the distribution channel? Write in detail about all possible Retail Formats. (15 Marks)

OR

- b) How are wholesalers different from retailers? What are the important functions played by wholesalers?

3. a) It is said that if a retailer does not take extra care about the store ambience, store layout etc. he may not succeed in the long run. How should a retailer perform the function of “Shelf Management”? (15 Marks)

OR

- b) Comment on the present situation of retailing in India. What are the main challenges faced by retailing in India?

4. a) Write short notes (Any three out of five) (15 Marks)

1. Inventory Management
2. Warehousing.
3. Transportation
4. Retail Merchandising
5. Drawbacks of MLM

OR

- b) Bring about the important benefits of Franchising to the franchisor and the franchisee. To what extent is it upcoming in India?

SECTION - II

5. Assume that you are responsible for the Distribution Management of The New Poona Quality Bakery, that has three main products. It manufactures bread, cakes and veg. Pattie (only on Thursdays and Sundays). The bakery has an intention of extending its distribution network upto a radius of 75 kms. from the city centre. You have been asked to give a plan of distribution that should be most cost effective and take care of the fact that the products of this bakery have a limited shelf life.
- 25 Marks
- 6 What are the various types of Channel Conflicts? Write about the methods for resolving Channel Conflict.
- 10 Marks