

TILAK MAHARASHTRA UNIVERSITY
Masters of Business Administration (Distance)

Home Assignment – IInd year – Semester III

Marks : 80

Code : MDM - 312

Note :

- * The Paper consists of two sections I & II
- * Attempt any 4 questions from Section I
- * Section II is Compulsory

Distribution Management

Section I :

- Q.1. Explain structure, functions & significance of Channels? Also Explain the Role of Channels & Design the Channel Systems. (15)
- Q.2. Describe the importance of logistics, warehousing & inventories. (15)
- Q.3 Describe nature & importance & characteristics of Retailing? Explain Different Functions of Retailing? (15)
- Q4. Describe Retail Promotion & challenges in Indian Retailing? (15)
- Q5. Write Short Note (Any Three) (15)
1. Channel Policies
 2. Benefit of Multilevel Marketing
 3. POP promotion
 4. Method of Franchising
 5. Transportation.

Section II :

Case study

Mr. Rajesh Joshi, retired voluntary from Indian Air Force. He borrowed money to buy 100 acres of farmland, but his ambition was to be more than just a farmer. He starts producing a perishable food and sell through a

small retailers in local market. The first product that he packaged was pickle, which he made to cater to traditional family tastes.

The business grows well and three years later; Mr. Rajesh required 50 acres land next to his farmhouse. He expanded his product range extended to pre packed vegetables, salads and a wide range of sauces, pickles and pizza toppings in bait almost anything that could be made from vegetable sold in proper packaging.

The business is doing well in local market; he is interested in expanding his business. Mr. Rajesh decided to sell his product direct to the customer through Internet in other part of the country and globally. He wants to cut down the cost involved in wholesaler distribution network by directly dealing with customer and retain more profit margins on the Internet he displays his business profile – history, current position of the business, future plans and products.

A year later the turnover increased but the profit margin is reduced due to small quantity orders from customer, transportation cost, manpower requirement and other overhead cost.

Questions

(a) Do you feel that the selling through Internet directly to customer is right decision/ justify your answer.

(b) If you are as a Manager of the company, what action you will take to expand the business in profitable way.