



**JARAMOGI OGINGA ODINGA UNIVERSITY OF
SCIENCE AND TECHNOLOGY
EXAMINATIONS 2016/2017**

**THIRD YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE
OF BACHELOR OF SUPPLY CHAIN MANAGEMENT**

BBM 3323 CHANNELS MANAGEMENT

(MAIN CAMPUS)

APRIL 2017

INSTRUCTIONS:

TIME: 2 HOURS

- 1). Attempt Question 1 and any other two questions**
- 2). Question 1 carries 30 marks. The others carry twenty marks each.**

Question 1

- a) Examine functions of physical distribution (20mks)
- b) What are the key issues in transportation decisions? Explain. (10mks)

Question 2

- a) Discuss the main objectives of distribution in marketing (10 mks)
- b) Explain the factors influencing marketing channel strategies (10mks)

Question 3

- a) In general, distribution intensity varies along a continuum with three general categories. Discuss these categories (10mks)
- b) Producers can use different channels of distribution in the process of supplying their products to the final consumers. Examine alternatives for channel structure for consumer products (10mks)

Question 4

Physical distribution is an important decision in today's marketing management. Discuss organizational responsibility for physical distribution (20mks)

Question 5

Marketing logistics involves a lot of decisions to offer the right products to the right buyers, at the right time, at the right place, at the right price, and in a right manner. Examine what main decisions of effective market logistics system involve (20mks).