



**JARAMOGI OGINGA ODINGA UNIVERSITY OF AGRICULTURE AND
TECHNOLOGY**

SCHOOL OF BUSINESS AND ECONOMICS

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF LOGISTICS
AND SUPPLY CHAIN MANAGEMENT**

3RD YEAR 2ND SEMESTER 2018/2019 ACADEMIC YEAR

KIUMU CAMPUS

COURSE CODE: BBM 3324

COURSE TITLE: CHANNEL MANAGEMENT

VENUE: --

DATE:

EXAM SESSION:

TIME: 2 HOURS

INSTRUCTIONS

- 1. This paper consists of Five (5) questions.**
- 2. Answer question 1(COMPULSORY) and any other Two questions.**
- 3. Write all answers in the answer booklet provided.**

QUESTION ONE

- a) What work do marketing channels members perform? (10 marks)
- b) Channel power is the ability to alter channel members behavior so that they take actions they would otherwise not taken. Explain five types of power manufacturers can use to elicit cooperation. (10mks)
- c) Write short notes on the following distribution strategies.
 - i. Intensive distribution
 - ii. Exclusive distribution
 - iii. Selective distribution

QUESTION TWO

- a) Discuss five four causes of channel conflict. (8mks)
- b) Explain six strategies that may be used to manage channel conflict. (12mks)

QUESTION THREE

- a) Discuss any five guidelines applicable to manufacturers who want to enter new internal markets. (10mks)
- b) Identify and discuss five new recent developments in Retail business. (10mks)

QUESTION FOUR

- a) Explain five major consumer promotion tools. . (10 mks)
- b) Discuss five ways of drawing new ideas from your customers. (10 mks)

QUESTION FIVE

- a) Given economic cycles, there will always be tough times as 2008 – 2010 in many parts of the world. Discuss five guidelines that can be used to improve the odds for success during an economic downturn. (10mks)
- b) Explain five factors leading to less price sensitivity in the market place. (10mks)