



UNIVERSITY OF EMBU

2017/2018 ACADEMIC YEAR

SECOND SEMESTER EXAMINATIONS

**FOURTH YEAR EXAMINATION FOR THE DEGREE OF BACHELOR OF
COMMERCE**

DMA 410: SUPPLY CHANNELS MANAGEMENT

DATE: APRIL 10, 2018

TIME: 2:00 PM – 4:00 PM

INSTRUCTIONS:

Answer Question ONE and ANY Other TWO Questions.

QUESTION ONE (30 MARKS)

- a) Define physical distribution and explain the major functions of physical distribution. (4 marks)
- b) Explain any **FIVE** store design objectives. (5 marks)
- c) Discuss the basic types of franchise systems (4 marks)
- d) Explain the objectives of distribution channels. (5 marks)
- e) Enumerate the essential characteristics of a retailer. (5 marks)
- f) Identify and explain the various flows in marketing channels. (5 marks)
- g) Define marketing channel (2 marks)

QUESTION TWO (20 MARKS)

- a) Discuss the factors that determine the choice of distribution channels. (10 marks)
 - a) Explain the major types of wholesalers and their marketing decisions. (10 marks)
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QUESTION THREE (20 MARKS)

- a) Discuss the steps involved in planning store layout in an organization. (10 marks)
- b) Explain the different forms of conflict that can occur in distribution channels and the methods used to resolve them. (10 marks)
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QUESTION FOUR (20 MARKS)

- a) The channel design decision can be broken down into seven phases or steps. Discuss these phases. (10 marks)
- b) Explain the factors affecting Consumer decision making process (10 marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the function of marketing channels in an organization. (10 marks)
- b) Explain the role of retailers in the distribution channel and describe the major types of retailers. (10 marks)

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