

**W1-2-60-1-6**

## JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

**UNIVERSITY EXAMINATIONS 2018/2019**

**YEAR 4 SPECIAL/SUPPLEMENTARY EXAMINATIONS FOR THE DEGREE OF BACHELOR OF SCIENCE IN AGRIBUSINESS AND FOOD INDUSTRY MANAGEMENT**

**AFI 2404: FOOD DISTRIBUTION AND RETAIL MANAGEMENT**

**DATE: JUNE 2019 TIME: 2 HOURS**

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

QUESTION ONE

1. What is vertical marketing system as used in food distribution (4 marks)
2. As a warehousing manager of a food company, what are your most important challenges (5 marks)
3. What is the importance of managing inventory (4 marks)
4. What is load planning as used in food distribution (2 marks)
5. Briefly discuss four sources of channel conflicts (4 marks)
6. Briefly discuss three types of distribution of food products (3 marks)
7. Define food distribution (2 marks)
8. Discuss the four stocking basics of food products in a retail outlet (4 marks)
9. What is the difference between an agent and a merchant in food distribution (2 marks)

QUESTION TWO

1. As fruit juice processing firm manager, discuss 4 factors that you would consider when selecting the channels of distribution of the fruit juices (8 marks)
2. Discuss the following types of retails based on their characteristics
3. Amount of service approach (3 marks)
4. Organizational approach (4 marks)
5. Products line approach (5 marks)

QUESTION THREE

1. Define a channel conflict and discuss five management techniques used in resolving channel conflicts (12 marks)
2. Discuss eight main functions of a marketing channel (8 marks)

QUESTION FOUR

1. Discuss types of distribution system in food industry (10 marks)
2. Explain how food companies select, motivate and evaluate channel member (10 marks)