

EXAMINATION AND EVALUATION DIVISION
DEPARTMENT OF POLYTECHNIC EDUCATION
(MINISTRY OF HIGHER EDUCATION)

COMMERCE DEPARTMENT

FINAL EXAMINATION
DECEMBER 2011 SESSION

**P4707: DISTRIBUTION CHANNEL MANAGEMENT
AND RETAILING**

DATE: 24 APRIL 2012 (TUESDAY)
DURATION: 2 HOURS (2.30 PM – 4.30 PM)

This paper consists of **FOUR (4)** pages including the front page.

Essay (6 questions - answer 4 questions)

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THE CHIEF INVIGILATOR

ESSAY (100 marks)

Instruction: This section consists of **SIX (6)** essay questions. Answer any **FOUR (4)** questions.

QUESTION 1

- a) Define Distribution Channel (5 marks)
- b) Explain **FOUR (4)** types of distribution channel (10 marks)
- c) Explain levels of distribution channel and an example for each level (10 marks)

QUESTION 2

- a) Define channel design. (4 marks)
- b) What is the relationship between intensity dimension and the number of intermediaries used in the market? (12 marks)
- c) Briefly explain **THREE (3)** ways in finding suitable channel members. (9 marks)

QUESTION 3

Explain the process of designing the distribution channels below:-

- a) Analyzing consumer needs
- b) Setting the channels' objectives and constraints
- c) Setting channel strategy
- d) Evaluating the major alternatives
- e) Selecting the best channels

(25 marks)

QUESTION 4

- a) Explain why retailing is an important matter in our economic situation.

(10 marks)

- b) There are many main factors need to be considered in evaluating retail trading areas. Explain the main factors of availability of labor and competitive situation to be considered in evaluating retail trading areas.

(10 marks)

- c) List **FIVE (5)** dimensions of retailer performance.

(5 marks)

QUESTION 5

Discuss the methods of advertising and sales promotion which help retailers in promoting their store and products. Provide **FIVE (5)** examples for each method.

(25 marks)

QUESTION 6

a) Explain sales promotion.

(4 marks)

b) Describe **FOUR (4)** types of sales promotion.

(12 marks)

c) Discuss **THREE (3)** sales promotion objectives to retailer.

(9 marks)