

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

**POST GRADUATE DIPLOMA IN MANAGEMENT (2023-24)
END TERM EXAMINATION (TERM -IV)**

Subject Name: **Distribution Management**

Time: **02.00 hrs**

Sub. Code: **PGM43**

Max Marks: **40**

Note: All questions are compulsory. Section A carries 5 marks: 5 questions of 1 mark each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.

SECTION - A

Attempt all questions. All questions are compulsory.

1×5 = 5 Marks

Q. 1: (A). How does the distribution strategy employed by a business influence customer loyalty, what are the key factors that link distribution methods with customer satisfaction and repeat purchases?

Q. 1: (B). Explain the relationship between sales and distribution.

Q. 1: (C). List the differences in Intensive and exclusive distribution?

Q. 1: (D) Name two common distribution strategies, and briefly explain how they differ in their approach to reaching customers.

Q. 1: (E). Give two examples of intermediaries commonly found in distribution channels and explain their specific functions in the distribution process. **(CO1)**

SECTION- B

All questions are compulsory (Each question have an internal choice. Attempt any one (either A or B) from the internal choice)

7 x 3 = 21 Marks

Q. 2: (A). Compare and contrast two different channel alternatives (e.g., direct sales vs. franchising) for a high-end fashion brand. Discuss how each alternative would meet customer needs, analyze the associated costs of the channel systems, and explain the considerations for selecting the right channel partners in each scenario.

Or

Q. 2: (B). A manufacturer of organic skincare products is expanding into a new market. Explain the factors that should be considered when selecting channel partners for distribution in this market. Discuss how the choice of channel partners can impact the cost of the channel system and the overall ROI for both the manufacturer and the partners. (CO3)

Q. 3: (A). You have been appointed as a consultant to a consumer electronics company. The company is concerned about the motivation levels of their channel partners and its impact on sales. Propose a motivational strategy for the channel partners and discuss how this strategy can improve their performance and, subsequently, the company's market share.

Or

Q. 3: (B). You are the manager of a company that sells products through multiple distribution channels, including online retail and brick-and-mortar stores. Describe a scenario in which a channel conflict arises between these channels due to difference in the price offerings. Explain the steps you would take to address and resolve this conflict while maintaining a harmonious relationship with all stakeholders. (CO2)

Q. 4: (A). Examine the impact of technology on distribution and logistics and its specific role in managing increased demand during festive or seasonal periods in the realm of e-commerce distribution and reverse logistics.

Or

Q. 4: (B). Explain how the integration of technology can enhance channel management in a global business context. Discuss specific technological tools and strategies that can improve communication, coordination, and performance within distribution channels. Provide examples of successful technology implementations in channel management. (CO4)

SECTION - C

Read the case and answer the questions

7×02 = 14 Marks

Q. 5: Case Study: Distribution Dilemma

Snigdha Cosmetics Ltd. A leading manufacturer of Face Creams, Fairness Creams, Shampoos, Toilet Soaps, etc., located at Mumbai has an annual turnover of Rs. 150 Crores. Presently the company is concentrating its marketing activities in the state of Maharashtra. The company has recently added extra manufacturing capacity and it proposes to triple its production. In order to meet enhanced sales to the tune of 500 Crores, the Company proposes to have a wider market network. In order to penetrate into new markets, the chief executive of the company (CEO) asked his Distribution Manager, Marketing Manager, Sales Manager and Product Manager, each one of them to give a write up how they propose to enter into the new markets by selecting appropriate distribution channels. The four managers, after a detailed study have suggested four different channels of distribution as detailed below:

These are: (a) Exclusive distribution suggested by Marketing Manager

(b) General distribution suggested by Distribution Manager

(c) Bulk Indenter e.g., canteen, stores, factories, supermarkets, clubs etc., by Product Manager,

(d) Appointment of carrying and forwarding agent suggested by sales manager.

The Chief Executive Officer is in a dilemma to choose the best alternative among the above suggested channels of distribution.

Questions:

Q. 5: (A). Discuss the pros and cons of each suggestion.

Q. 5:(B). What channel or combination of channels do you feel is most appropriate and justifies your choice?

Mapping of Questions with Course Learning Outcome

Question Number	COs	Bloom's taxonomy level	Marks Allocated
Q. 1:	1	L1 , L2	5 marks
Q. 2:	3	L4, L5	7 marks
Q. 3:	2	L3, L4	7 marks
Q. 4:	4	L2, L3	7 marks
Q. 5:	4	L4	14 marks