

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

**POST GRADUATE DIPLOMA IN MANAGEMENT (2023-25)
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 marks 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.

<u>SECTION - A</u>		
Attempt all questions. All questions are compulsory.		1×5 = 5 Marks
Questions	CO	Bloom's Level
Q. 1: (A). Point out the objectives of distribution management. Q. 1: (B). Illustrate two disadvantages of Omni channel. Q. 1: (C). Explain advantages of franchise with examples. Q. 1: (D). Clarify the concept of channel conflict. Q. 1:(E). Mention the technological advancements impact on distribution management with example.	CO1	L2
<u>SECTION – B</u>		
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		
Questions	CO	Bloom's Level
Q. 2: (A). Develop a strategy to select channel partners in a new geographic region where your company has limited market presence and local expertise. Consider factors like local regulations, cultural differences, market dynamics, and competition while ensuring the partner understands local customer behavior and represents your brand effectively. Or Q. 2: (B). A new beverage company wants to enter a competitive market but is unsure how to structure its distribution channel. Given the target audience and product type, examine the factors should they consider when designing their distribution channel, and what potential pitfalls might arise during this process?	CO2	L2, L3
Q. 3: (A). Evaluate the influence of emerging digital sales channels, such as e-commerce platforms and social media marketplaces, on traditional distribution networks in your industry. Appraise how these developments may affect your current channel strategy and the potential need to adapt or integrate new partners that specialize in digital sales. Or Q. 3: (B). Recently there was a conflict between Reckitt Benckiser and Reliance Super Mart on retail margins. Reckitt cut retailer margins by 2% due to rising costs, leading Reliance Super Mart to stop stocking Harpic. Analyze the conflict between Reckitt Benckiser and Reliance Super mart, focusing on	CO3	L3, L5

<p>margin disputes. Recommend a suitable conflict resolution strategy for Reckitt to address the issue with Reliance Super Mart.</p> <p>Q. 4: (A). TechGadget Pvt Ltd., a fast-growing electronics manufacturer, faces rising challenges in outbound logistics. High shipping costs, long delivery times, and declining customer satisfaction have resulted from poor route optimization and reliance on both internal and third-party logistics. A 15% return rate stems from shipping errors, damaged goods, and quality mismatches. Demand fluctuations have caused stock outs of popular items and overstock of less popular ones. Surveys show 30% of customers are dissatisfied with delivery times, leading to negative reviews and reduced repeat business.</p> <p>Assess the above situation and provide a comprehensive answer on how the challenges related to the outbound logistics management faced by TechGadget can be solved.</p> <p style="text-align: center;">Or</p> <p>Q. 4: (B). Coca-Cola faces transportation challenges that affect efficiency, costs, and customer satisfaction. Using trucks, rail, and ships, the company relies on outdated route planning that overlooks real-time traffic and demand, causing delays and increased fuel costs. Heavy dependence on diesel trucks and varying demand across regions result in stockouts and excess inventory, increasing holding costs. Recent delays have led to declining customer satisfaction, impacting Coca-Cola's brand loyalty and market share.</p> <p>Evaluate the above situation and provide a comprehensive answer on how Coca-Cola can address the challenges related to the decision areas in its transportation strategy.</p>	CO2	L4, L6
<u>SECTION - C</u>		
Read the case and answer the questions		7×02 = 14 Marks
Questions	CO	Bloom's Level
<p>Q. 5: Case Study:</p> <p>Cloud Nine Electronics is a well-established company in India, specializing in consumer electronics like smartphones, laptops, and home appliances. Historically, Cloud Nine Electronics relied on a network of regional distributors and retail outlets to sell its products. In 2018, the company expanded into online sales through its website and partnered with major e-commerce platforms like Amazon and Flipkart.</p> <p>While the online sales channels quickly grew, traditional brick-and-mortar distributors and retailers began to face a decline in their sales. They complained that the company was offering deeper discounts online, which led to channel conflict. The retailers argued that Cloud Nine Electronics was undermining their market share by encouraging customers to browse products in stores but ultimately buy them online for cheaper prices.</p> <p>To resolve this issue, Cloud Nine Electronics introduced a unified pricing policy. However, the conflict continued, with some distributors threatening to stop promoting Cloud Nine Electronics 'products if they didn't receive better terms.</p>	CO4	L4, L6

<p>The company is now trying to find a solution that will balance the interests of both online and offline channels without losing its competitive edge.</p> <p>Questions:</p> <p>Q. 5: (A). As a channel manager, is offering a unified pricing policy enough to resolve multi-channel conflicts, or should Cloud Nine Electronics explore alternative methods?</p> <p>Q. 5: (B). Suggest strategies that can company implement to maintain healthy relationships with its distributors and retailers without compromising its online sales growth?</p>		
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Kindly fill the total marks allocated to each CO's in the table below:

COs	Marks Allocated
CO1	5 Marks
CO2	14 Marks
CO3	7 Marks
CO4	14Marks

(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)

Blooms Taxonomy Levels given below for your ready reference:

- L1= Remembering**
- L2= Understanding**
- L3= Apply**
- L4= Analyze**
- L5= Evaluate**
- L6= Create**