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Institute of Management & Research
Greater Noida
FIND YOUR SPARK

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POST GRADUATE DIPLOMA IN MANAGEMENT (2024-26)
END TERM EXAMINATION (TERM -V)

Subject Name: **Distribution Management**   Time: **02.00 hrs**
Sub. Code: **PGM51**   Max Marks: **40**

Note: All questions are compulsory. Section A carries 12 marks: 6 questions of 2 marks each, Section B carries 18 marks having 3 questions (with internal choice question in each) of 6 marks each and Section C carries 10 marks one Case Study having 2 questions of 5 marks each.

Kindly write the all the course outcomes as per your TLEP in the box given below:

CO#	Statement of Course Outcomes	Bloom's Taxonomy
CO-1	Identify key concepts, structures, and roles of distribution management, intermediaries, logistics, and supply chains.	Remember Understand
CO-2	Explain channel design, intermediary functions, cost structures, and logistics integration in creating customer value.	Application Analysis
CO-3	Apply distribution and channel management concepts to select suitable channels, partners, and logistics systems	Application Analysis
CO-4	Analyze channel performance, partner ROI, conflicts, and supply chain efficiency.	Analysis Create
CO-5	Evaluate distribution strategies, technology adoption, and emerging retail models for effectiveness and competitiveness.	Analysis, Evaluate
CO-6	Design integrated distribution and Omni channel strategies incorporating digital, rural, and regulatory perspectives.	Application, Create

SECTION - A		
Attempt all questions. All questions are compulsory. 2×6 = 12 Marks		
Questions	**CO**	**Bloom's Level**
Q. 1: (A). Explain the conceptual difference between Logistics Management and Supply Chain Management (SCM). Is it accurate to say that logistics is a subset of SCM? Briefly justify your answer. **Q. 1: (B).** What is the key difference between multi-channel and omni-channel retail designs? **Q. 1: (C).** State two primary responsibilities of a Logistic Manager. **Q. 1: (D).** List any two functions of a Channel Information System. **Q. 1: (E).** Differentiate between VMS and HMS with the help of example. **Q. 1: (F).** Explain intensity and level of distribution with the help of example. (Three questions each from CO1 & CO2)	**CO1 (A-C)** **CO2 (D-F)**	
SECTION – B		
All questions are compulsory (Each question has an internal choice. Attempt anyone (either A or B) from the internal choice) 6 x 3 = 18 Marks		
Questions	**CO**	**Bloom's Level**

Q. 2: (A). A company manufacturing premium athletic shoes wants to enter the tier-2 and tier-3 city markets in India. Apply the channel designing approach to suggest suitable channel alternatives for them and justify. **Or** **Q. 2: (B).** A "Farm-to-Fork" startup specializing in organic, highly perishable microgreens is planning to expand from a single city to a national presence. Apply the concepts of channel design to select the most suitable channel levels and partners. Should the firm prioritize a Direct-to-Consumer (D2C) model, or should it integrate Third-Party Logistics (3PL) and retail intermediaries? Justify your choice based on product characteristics and the need for specialized cold-chain logistics.	**CO3**	
Q. 3: (A). Referencing the O2O2O (Online-to-Offline-to-Online) growth booster mentioned in our specialization workshop, analyze the potential for Vertical Channel Conflict when a traditional footwear brand (e.g., Bata or Liberty) starts selling directly via its own website at prices lower than its franchised offline stores. Identify the root causes of this conflict and propose a structural solution to maintain supply chain harmony. **Or** **Q. 3: (B).** How does the evaluation of channel members contribute to effective distribution planning and control? Discuss with the help of any two key performance metrics used for evaluation.	**CO4**	
Q. 4: (A). Project Shakti/Project Shikhar by HUL is a celebrated distribution model. Evaluate its effectiveness as a strategy for reaching rural markets. What are the potential challenges in scaling such a model? **Or** **Q. 4: (B).** The rise of "Quick Commerce" has popularized the "Dark Store" model (small, local fulfillment centers not open to the public). Evaluate the effectiveness of this emerging retail model compared to traditional "Big Box" supermarkets for a grocery retailer. Under what market dynamics does the Dark Store model become more competitive than the traditional physical retail model?	**CO5**	

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SECTION - C

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Read the case and answer the questions   **5×02 = 10 Marks**

Questions	CO	Bloom's Level
Q. 5: Case Study: Mini Case: The "Surya-Kiran" Expansion Strategy "Surya-Kiran" is a rising star in the Indian renewable energy sector. They manufacture high-efficiency, portable solar-powered home kits (lighting, fans, and mobile charging). After successfully capturing the urban and semi-urban "outdoor enthusiast" market via Amazon and Flipkart, the company now wants to pivot to its true mission: Deep Rural Penetration. The Challenge: The rural market presents three specific hurdles: 1. Digital Divide: While mobile internet is growing, trust in online payments is low, and the "touch-and-feel" factor is high. 2. Logistics: Many target villages are "off-road," making traditional 3PL (Third-Party Logistics) like BlueDart or Delhivery expensive or unavailable. 3. Regulatory Hurdles: To qualify for the government's *Rural Electrification Subsidy*, Surya-Kiran must provide a "Proof of	**CO6**	

Installation" and maintain a physical service record for every unit sold, which is difficult to track via purely digital sales.		
The CEO wants an Integrated Omnichannel Strategy that doesn't just treat "Online" and "Offline" as separate silos but makes them work as one ecosystem.		
Questions: **Q. 5: (A).** Formulate an integrated distribution blueprint for Surya-Kiran that seamlessly connects their D2C (Direct-to-Consumer) mobile app with a new network of "Village Experience Centers." Specifically, explain how you will use the "Click-and-Collect" model to solve the trust deficit and how your system will maintain "Real-time Inventory Visibility" between the central warehouse and local village kiosks.		
Q. 5: (B). Design a specialized "Last-Mile" logistics and compliance framework for Surya-Kiran. Incorporate a plan to recruit and train "Micro-Entrepreneurs" (local village youths) as Channel Partners. How will this "Human-plus-Tech" model specifically address the Regulatory requirement for installation verification and provide a competitive advantage over global players who only sell through e-commerce?		

Kindly fill the total marks allocated to each CO's in the table below:

COs	Question No.	Marks Allocated
CO1	Q.1 (A-C)	6
CO2	**Q.1 (D-F)**	**6**
CO3	Q.2 A and B	6
CO4	Q.3 A and B	6
CO5	Q.4 A and B	6
CO6	Q.5 A and B	10

(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