



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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**MAIN EXAMINATION**

**JANUARY – APRIL 2014 TRIMESTER**

**FACULTY OF COMMERCE**

**DEPARTMENT OF MARKETING AND MANAGEMENT**

**REGULAR PROGRAMME**

**CMK 412: MARKETING CHANNELS**

**Date: APRIL 2014**

**Duration: 2 Hours**

**INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions**

- Q1. a) Company operating in Kenya has developed a new consumer durable product and wants to launch it into the market. Explain some of the service outputs they would consider relevant for the customers. **(8 marks)**
- b) Explain the steps involved in modifying channels for an organization's products. **(6 marks)**
- c) Using examples, explain how proper management of power among channel participants can help an organization go gain distribution advantage over other companies. **(6 marks)**
- d) Briefly describe some of the issues that are considered when developing price policies in a channel system. **(6 marks)**
- e) Explain how the modern customer characteristics have contributed to changes in the design of marketing channels. **(6 marks)**

- Q2. “Channel management decisions and market coverage strategies determine the success of any marketing channel system”. Using practical examples, explain this statement. **(20 marks)**
- Q3. A company from South Africa has launched a new line of children’s clothes in Kenya. You have been hired as their channel manager. Make clear channel design decisions for this company. **(20 marks)**
- Q4. Citing relevant examples from companies operating in Africa, explain how channel dynamics can be used to facilitate channel leadership, communication and cooperation. **(20 marks)**

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