



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

MAY – JULY 2016 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

REGULAR PROGRAMME

CMK 322:MARKETING CHANNELS

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Date: JULY 2016

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Describe what marketing channels are and why they exist **(5 marks)**
- b) List and explain EIGHT universal flows in a conventional marketing channel **(10 marks)**
- c) List and explain FIVE possible conflicts that can occur within marketing channels and how each can be managed / reduced. **(10 marks)**
- d) Communication is the glue that hold together a channel of distribution. Explain. **(5 marks)**
- Q2. a) Describe with examples the THREE distribution alternatives below as practices in channels
- i Intensive distribution **(3 marks)**
- ii Exclusive distribution **(3 marks)**
- iii Exclusive distribution **(3 marks)**

- b) As a marketing manager in a large manufacturing company, list and explain the key factors that you consider in identifying suitable channel members (intermediaries) to distribute your products countrywide. **(11 marks)**
- Q3. a) Describe how a marketing manager you can educate and motivate channel members to become more productive. **(10 marks)**
- b) A marketing manager should spend about 50% of their time out in the field. One of their key duties is to check on and visit channel members. What are the key things they should be checking on? **(10 marks)**
- Q4. a) Describe with known examples the following channel systems
- i Vertical marketing system (VMS) **(3 marks)**
 - ii Horizontal marketing system (HMS) **(3 marks)**
 - iii Hybrid marketing system (HMS) **(3 marks)**
- b) In today's competitive global business environment, why is integrated logistics management important. **(6 marks)**
- c) List and explain the major functions of a logistics manager in a large organization. **(5 marks)**

END