



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

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AUGUST - DECEMBER 2016 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

REGULAR / ODEL PROGRAMME

CMK 322: MARKETING CHANNELS

Date: DECEMBER 2016

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. Offering customers a good product at a reasonable price is not enough. Organizations must consider the marketing channels in order to ensure goods and services are available at the right quantities where, how and when customers want them.
- a) Explain the meaning of marketing channels **(2marks)**
 - b) Explain five reasons why channels are important **(10marks)**
 - c) Enumerate on any five reasons why an organization may want to use direct distribution **(10marks)**
 - d) Discuss any four factors to be considered in selecting the channels for distribution **(8marks)**
- Q2. a) Briefly explain what is meant by 'intensity of distribution' **(5marks)**
b) Discuss the three major alternatives/ decisions that an organization has to make regarding distribution intensity **(15 marks)**
- Q3. A good channel system will require periodic modification to meet new conditions in the Market
- a) State four reasons when it is necessary to undertake periodic modification **(4marks)**
 - b) Explain the steps involved in modifying the existing distribution system **(16marks)**

- Q4. a) Explain the various types of distribution channels **(10marks)**
- b) State four causes of channels conflict **(4marks)**
- c) Elaborate on the three types of channel conflict **(6marks)**

END