



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

P.O. Box 62157
00200 Nairobi - KENYA
Telephone: 891601-6
Fax: 254-20-891084
E-mail: academics@cuea.edu

AUGUST - DECEMBER 2018 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

REGULAR / ODEL PROGRAMME

CMK 322: MARKETING CHANNELS

Date: DECEMBER 2018

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Ford Motors, one of the leading Fortune 500 companies has recently opened a subsidiary in Southern Sudan. Discuss the types of channels the company can adopt in that market **(10 marks)**
- b) You have been appointed by Bidco Oil Refineries a local manufacturing company to develop marketing channels for the company. Discuss with management the factors that you will consider when selecting the channels. **(10 marks)**
- c) Discuss the functions of Logistics in marketing channels using examples from a local import and export company **(10 marks)**
- Q2. a) Discuss the various channels dynamics that exist in a market **(10 marks)**
- b) You have recently been hired as a marketing manager for a company represented in the East African region. You have noted that while the product has most of the benefits customers expect, the sales target are not met. You have realised that one of the major concerns is channel conflicts. Discuss with the management two types of channel conflict and suggest ways of dealing with the problem **(10 marks)**
- Q3. a) Discuss the objectives of Marketing channels **(10 marks)**

- b) As a marketing manager for an international electronics company, discuss why you would modify your market channels **(10 marks)**
- Q4. a) Distinguish between Intensive, Selective and exclusive distribution systems **(12 marks)**
- b) A marketing manager has requested for inclusion of third party logistics in the company. Discuss the importance of third party logistics in an organization **(8 marks)**

END