

BBM 333



OFFICE OF THE DEPUTY VICE CHANCELLOR
ACADEMICS, STUDENT AFFAIRS AND RESEARCH

UNIVERSITY EXAMINATIONS

2023 /2024 ACADEMIC YEAR

SECONDYEARSECOND SEMESTER MAIN -
REGULAREXAMINATION

**FOR THE DEGREE OF BACHELOR OF BUSINESS
MANAGEMENT**

COURSE CODE: BBM 333

COURSE TITLE: CHANNELS MANAGEMENT

DATE: 18TH APRIL 2024

TIME: 2.00PM – 5.00PM

INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 3 PRINTED PAGES

PLEASE TURN OVER

MAIN - REGULAR EXAM

STREAM: BBM

DURATION: 3 Hours

INSTRUCTIONS TO CANDIDATES

- i. Answer Question **ONE** and any other **TWO** questions.
- ii. Do not write on the question paper.

SECTION A

QUESTION ONE

(30 MARKS)

You are an expert in channels management in Busia Business Forum (BBF). Members have had different experiences while distributing their products. You are expected to deliver a key note speech and therefore you centre it in distribution channels.

- (a) (i) Define distribution channel to forum members. **(2 marks)**
(ii) Describe any three components of distribution channels to them. **(6 marks)**
- (b) (i) State any four ways channel members can add value to distribution. **(4 marks)**
(ii) Describe any four roles of channels of distribution in marketing to BBF members **(8 marks)**
- (c) Describe any five trends in marketing channels to BBF members **(10 marks)**

QUESTION TWO

(20 MARKS)

- (a) Identify and describe with relevant examples the various option of Business-to-Consumer (B2C) types of marketing channels used by businesses. **(10 marks)**
- (b) Explain five importance of distribution channels **(10 marks)**

QUESTION THREE

(20 MARKS)

- (a) (i) State any four features of a distribution channel **(4 marks)**
(ii) Describe any four limitations of distribution channels **(8 marks)**
- (b) Discuss four factors affecting distribution channels **(8 marks)**

QUESTION FOUR

(20 MARKS)

Managing multiple marketing and sales channels presents various challenges that require careful planning and execution to ensure a cohesive and effective strategy.

- (a) Describe any five challenges of managing multiple marketing channels (10 marks)
- (b) (i) Channel conflict can arise from various factors within a company's distribution network.
State any two consequences of conflicts in channels of distribution. (2 marks)
- (ii) Effectively managing channel conflict requires a strategic and proactive approach that fosters cooperation, minimizes friction, and aligns the efforts of various distribution channels.
Discuss any four strategies that can be employed to manage channel conflicts. (8 marks)

QUESTION FIVE (20 MARKS)

- (a) (i) The main task of distribution management is placing the goods in hand of potential customers at the right time and place. State any four objectives of distribution management. (4 marks)
- (ii) The process for determining the right level of distribution coverage often comes down to an analysis of the benefits (e.g., more sales) versus the cost associated with gain the benefits.
Explain three levels of distribution coverage that can be adopted by a firm. (6 marks)
- (b) Discuss any five distribution strategies that a business may design (10 marks)
