

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,  
Vidyavihar, Mumbai- 400077  
Program: MMM (Batch 2017-20), Sem -V  
Course: Distribution Management  
(End Term Examination)**

**Maximum Marks: 25**

**Duration: 1.5 Hours**

**Date: 19th November 2019**

**Instructions**

- 1. Q 1 is compulsory. Attempt any 3 questions from rest**
- 2. *No other material of loose papers / books etc. is allowed in examination room.***
- 3. Sharing of any reference material with fellow students is NOT ALLOWED**
- 4. Start every Question from Fresh Page.**
- 5. Use of examples, flow charts, tables etc. is recommended wherever applicable.**
- 6. Content and Presentation of content, both are important criteria for assessment.**

**QUESTION 1**

**(10 marks)**

Sachin and Virag are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms.

Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20 kgs every day.

Now mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market. Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.

Draw Diagrams wherever possible to explain the concept of the distribution channel.

**Questions ( answer all 3 )**

- A. How will you advise Sachin and Virag, as how to increase the consumer awareness about this new food?
- B. What would be your suggestions for distribution channel for mushrooms?
- C. What kind of distribution strategy will be used by Sachin and Virag?

**QUESTION 2** **(5 marks)**

Explain the concept of Omni channel marketing with diagram and apt example?

**QUESTION 3** **(5 marks)**

Explain for a Pharma company the number of Intermediaries required to finally reach the consumer. Explain each intermediary, its role and the concept of channel order?

**QUESTION 4** **(5 marks)**

How does a wholesaler differ from a retailer? What types of expertise are required to successfully run a wholesaler enterprise compared to a retail enterprise?

**QUESTION 5** **(5 marks)**

Explain what causes Distribution Channel Conflict? Specify the reasons with appropriate examples. ?

**QUESTION 6** **(5 marks)**

How many types of Channels exist in Marketing? What are the three type of channel strategies adopted by different lines of business to achieve spatio- temporal convenience.

**QUESTION 7**

**(5 marks)**

Explain in short the various benefits of a Marketing Channel? What do we mean by Spatio Convenience, Temporal Convenience? Need for assortment and Bulk Breaking?

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