



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF MARKETING, LOGISTICS & SPORT MANAGEMENT

QUALIFICATION: BACHELOR OF MARKETING HONOURS	
QUALIFICATION CODE: 08HMAR	LEVEL: 8
COURSE CODE: VSM812S	COURSE NAME: VALUE AND SUPPLY CHAIN MANAGEMENT
SESSION: NOVEMBER 2022	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100
FIRST OPPORTUNITY EXAMINATION PAPER	
EXAMINERS	PROF STEWART KAUPA MS CHERLEY DU PLESSIS
MODERATOR:	MR R RITTER
INSTRUCTIONS	
<ol style="list-style-type: none">1. <i>Answer ALL 5 questions.</i>2. <i>Read all the questions carefully before answering.</i>3. <i>Number the answers clearly</i>	

THIS EXAMINATION PAPER CONSISTS OF 3 PAGES (Including this front page)

QUESTION 1**20 MARKS**

Rosenbloom (2014) argues that whether or not the firm views distribution worthy of top management concern when developing overall objectives and strategies, it must still deal with the issue of the role of distribution in the marketing mix. The aforementioned author further points out that yet, even if we acknowledge the wide range of variables in the marketing mix which any given firm choose for strategic emphasis, a general case for stressing distribution strategy can still be made if certain conditions prevail in the market or within the industry.

Critically discuss any **FOUR (4)** conditions that may warrant a case for stressing distribution strategy

QUESTION 2**20 MARKS**

Discuss any **FIVE (5)** distribution tasks that are performed by retailers to consumers, wholesalers, as well as producers.

QUESTION 3**20 MARKS**

Rosenbloom (2014) points that of all of the variables affecting the design of marketing channels, market variables are the most fundamental. This is because the needs and wants of the market being targeted by the channel manager should shape the design of the firm's marketing channel. Market channel design strategy should be market driven so as to meet as closely as possible the demands of the firm's target markets. To do this successfully, the channel manager should be familiar with several dimensions of markets as they relate to the design of marketing channels.

As a marketing manager, examine and discuss the **FOUR (4)** dimensions of a framework for analysing market dimensions in relation to channel design.

QUESTION 4**20 MARKS**

Rosenbloom (2014) argues that for technical products sold in the industrial market, manufacturers should select distributors who carry a small rather than large array of products. The aforementioned author further argues that with a smaller, rather than a larger, array of products carried more attention will be paid to a particular manufacturer's product. This author believes that the financial capacity of the potential channel member should not be overemphasized because sometimes less financed firms are "hungrier" and more aggressive.

As a marketing channel design manager, critically discuss any **FIVE (5)** factors or criteria that a firm should take into consideration when selecting a channel member.

QUESTION 5**20 MARKS**

In the distribution system channel conflict comes in many forms. Some are mild, merely the necessary friction of a competitive business environment. Some are actually positive for the manufacturer, forcing out-of-date or uneconomic players to adapt or decline. Other conflicts, however, can undermine the manufacturer's business model. This leads to such a deterioration of channel economics that the threatened channel either retaliates against the manufacturer or simply stops selling its product. The result is disintermediation, in which the manufacturer suffers hence a channel manager should possess full knowledge of the causes of conflicts within the channel to avoid the negative impact that these conflicts can have on the business.

With this background critically discuss any **FIVE (5)** causes of conflicts among distribution channel members.

END OF EXAMINATION PAPER