



**PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF MARKETING AND LOGISTICS

QUALIFICATION: BACHELOR OF MARKETING HONOURS	
QUALIFICATION CODE: 08HMAR	LEVEL: 8
COURSE CODE: VSM812S	COURSE NAME: VALUE AND SUPPLY CHAIN MANAGEMENT
SESSION: JANUARY 2020	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100
2ND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER	Dr. SP Kaupa
MODERATOR:	Mr. R. Ritter
INSTRUCTIONS	
<ul style="list-style-type: none">• CLOSED BOOK EXAMINATION• ANSWER ALL QUESTIONS• PLEASE ENSURE THAT YOU WRITE YOUR STUDENT NUMBER/SEAT NUMBER ON THE BOOKLET AND YOU SIGN THE ATTENDANCE EXAMINATION REGISTER <p>NB: STUDENTS ARE ADVISED THAT IT IS IN THEIR BEST INTEREST TO WRITE LEGIBLY AND IN INK</p>	

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

QUESTION 1**20 MARKS**

A wide variety of sources is available to help a marketing channel manager find prospective channel members.

Explain any **FIVE (5)** sources that a marketing channel manager can use to identify channel members of which the organisation can form a strategic partnership with. Give a practical example to support your answer in each case

QUESTION 2**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 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 **FOUR (4)** of these conditions that may warrant a case for stressing distribution strategy.

QUESTION 3**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 channel design manager, critically discuss the factors or criteria that a firm should take into consideration when selecting a channel member.

QUESTION 4

20 MARKS

French and Ravine (2010) define a power base as the source or root of the power that one party exercises over another. The aforementioned authors delineate five such power bases.

Explain, giving practical examples for each, the **FIVE (5)** bases of power in a marketing channels' context.

QUESTION 5

20 MARKS

Competition is always a critical factor to consider for all members of the marketing channel.

This is especially the case in recent years as competition has become global in scope. No longer is it realistic for domestic firms to focus only on rivals within the boundaries of their own country. In addition, they need to pay close attention to existing and emerging competitors from all over the world as well as the type of competition that they face in the market.

With this background critically discuss **FOUR (4)** types of competition that marketing channel members may face in the market. Provide practical examples to support your answers.

END OF QUESTION PAPER