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UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

**FINAL EXAMINATION
JANUARY 2016 SEMESTER**

SUBJECT CODE : EDB 30203
SUBJECT TITLE : MARKETING CHANNELS MANAGEMENT
LEVEL : BACHELOR
TIME / DURATION : 3.00 PM - 6.00 PM / 3 HOURS
DATE : 27th MAY 2016

INSTRUCTIONS TO CANDIDATES

1. Please **CAREFULLY** read the instructions given in the question paper.
 2. This question paper has information printed on both sides of the paper.
 3. This question paper consists of **TWO (2) sections; Section A and section B.**
 4. **Answer FOUR (4) questions in Section A and THREE (3) questions ONLY in Section B.**
 5. Please write your answers on the answer booklet provided.
 6. Answer all questions in **English language ONLY.**
 7. This question paper must not be removed from the examination hall.
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THERE ARE 2 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 40 marks).

INSTRUCTION: Answer FOUR (4) questions ONLY.

Please use the answer booklet provided.

Question 1

Elaborate and describe 'Bulk Breaking' as one of the Service Output category, with relevant examples.

(10 marks)

Question 2

Briefly describe Vertical Integration and its effect on Channel Management.

(10 marks)

Question 3

Briefly describe the function of Wholesaler as part of the Channel members in Channel Management.

(10 marks)

Question 4

What is a master distributor? What functions do master distributors perform?

(10 marks)

Question 5

List potential solution for e-commerce in new emerging channel structures and strategies

(10 marks)

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SECTION B (Total: 60 MARKS)

INSTRUCTION: Answer THREE (3) questions ONLY

Please use the answer booklet provided

Question 1

What are the challenges associated with globalizing a retail operation? Given these difficulties, why do retailers continue to attempt globalization?

(20 marks)

Question 2

What are some reasons that entrepreneurs choose franchising over starting a new business? How does a franchisor benefit from a franchising arrangement?

(20 marks)

Question 3

Describe and elaborate the **THREE (3)** sections of most franchise contracts that determine who will enter the arrangement and how the franchise will function.

(20 marks)

Question 4

Describe **FOUR (4)** types of conflicts in Channel Management and its impact on Channel Member relationship.

(20 marks)

END OF EXAMINATION PAPER

