

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**DISTRIBUTION AND LOGISTICS MANAGEMENT – CBU 2201**

**FINAL EXAMINATION – JUNE 2010**

**TIME ALLOWED: 3 HOURS**

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**INSTRUCTIONS TO CANDIDATES**

Answer any **four** questions

**INFORMATION TO CANDIDATES**

- (i) All questions carry **(25)** marks each.
- (ii) Questions may be answered in any order.
- (iii) Credit will be given for the use of appropriate examples.
- (iv) This paper contains **seven** questions.

**QUESTION 1**

The value chain management pressure in the dollarized economy has forced many manufacturers and producers to re-look (channel redesign) at their route to market (marketing channels) in an economy experiencing deflation. The channel participants' relevance and margins is now an issue completely bringing change to the marketing channels landscape in Zimbabwean market.

Discuss and comment on the relevance of the intermediary “Wholesaler” in the emerging marketing channels landscape in Zimbabwe.

**[25 Marks]**

**QUESTION 2**

Explain why marketing channels offer a better competitive advantage compared to the other three Ps.

**[25 Marks]**

### **QUESTION 3**

Give brief explanations of the following:

- (a) supply chain management [5Marks]
- (b) ancillary structure [5 Marks]
- (c) negotiation flow [5 Marks]
- (d) commercial channel [5 Marks]
- (e) marketing channel structure [5 Marks]

### **QUESTION 4**

Price maintenance, refusal to deal and resale restrictions all represent attempts by the supplier to exercise control over its channel members. What are the legal issues on the degree of control the supplier can exercise through these three approaches?

[25 Marks]

### **QUESTION 5**

- (a) Name the **three** major types of wholesalers and discuss the types of distribution tasks well-managed merchant wholesalers perform for producers and manufacturers. [19 Marks]
- (b) Discuss the categories that programmes for providing channel member support can generally be grouped into. [6 Marks]

### **QUESTION 6**

Define and discuss the major components of the logistics system.

[25 Marks]

### **QUESTION 7**

- (a) Briefly explain the distinction between conflict and competition in the marketing channel. [4 Marks]
- (b) Discuss the underlying causes for the channel conflict. [21 Marks]

**END OF EXAMINATION**

