

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS MANAGEMENT
DISTRIBUTION AND LOGISTICS MANAGEMENT– CBU 2201
SUPPLEMENTARY EXAMINATION – AUGUST 2010
TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

Answer any **four** questions.

INFORMATION TO CANDIDATES

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

QUESTION 1

What are the main tasks involved in order processing? **[25 Marks]**

QUESTION 2

Discuss the costs associated with inventory management. **[25 Marks]**

QUESTION 3

Critically analyse why marketing channels are enjoying an increased attention in marketing as a strategic area for competing in the market? **[25 Marks]**

QUESTION 4

Discuss the relationship between channel management and the marketing mix. **[25 Marks]**

QUESTION 5

- a) Examine and explain the types and causes of conflict. **[15 Marks]**
- b) How can these channel conflicts be resolved? **[10 Marks]**

QUESTION 6

Give brief explanations of the following:

- a) Contactual efficiency **[5 Marks]**
- b) Full-time forcing **[5 Marks]**
- c) Intertype competition **[5 Marks]**
- d) Expert power **[5 Marks]**
- e) Exclusive distribution **[5 Marks]**

QUESTION 7

In dealing with the effects of the environment on channel strategy, the channel manager has a lot more to think about. Discuss this statement. **[25 Marks]**

END OF EXAMINATION