

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

DISTRIBUTION AND LOGISTICS - CBU 2201

FINAL EXAMINATION – MAY 2011

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

Answer question **One** in Section A and any other **Three** questions from Section B.

INFORMATION TO CANDIDATES

- (i) Section A carries 25 marks
- (ii) Each question in Section B carries 25 marks.
- (iii) Questions may be answered in any order.
- (iv) Credit will be given **for the use of appropriate examples.**
- (v) This paper contains **seven** questions.

QUESTION 1(Compulsory)

“A crisis is a terrible thing to waste” (Paul Romer). “Crisis is the ultimate leadership opportunity” (Geoff Colvin). “The Zimbabwean economic crisis does present an opportunity for those who rise above to meet, tame the challenges and turning opportunities into value.” (Joe Mtizwa, Delta Beverages CEO).

The quotes above resemble the rise of new retail giants like Afro Foods, Buscod and Tashas supermarkets and the fall of illustrious giants like Jagers, Redstar, Makro wholesalers etc.

Required

Discuss and comment on the relevance of intermediaries ‘Wholesaler and Retailer’ in the emerging marketing channels landscape in Zimbabwe giving relevant examples.

[25 Marks]

QUESTION 2

- (a) Distinguish between conflict and competition in the marketing channels. [5 Marks]
- (b) Discuss the causes of marketing channel conflict. [20 Marks]

QUESTION 3

Explain the following:

- (a) Vertical integration; [5 Marks]
- (b) Marketing channel positioning; [5 Marks]
- (c) Ancillary Structure; [5 Marks]
- (d) Commercial Channel; [5 Marks]
- (e) Reward power. [5 Marks]

QUESTION 4

- (a) When a marketing channel has been developed, a series of flows emerge. Discuss. [15 Marks]
- (b) Identify the situations that can indicate the need for a channel design decision. [10 Marks]

QUESTION 5

Discuss the socio-cultural factors that affect a marketing channel strategy. [25 Marks]

QUESTION 6

- (a) Discuss the types of competition that can affect channel strategy. **[13 Marks]**
- (b) Discuss the distribution tasks that merchant wholesalers are well suited to perform to their customers. **[12 Marks]**

QUESTION 7

- (a) Distinguish between logistics and supply chain management. **[6 Marks]**
- (b) Discuss the components of the logistics system. **[19 marks]**

END OF EXAMINATION