



RA-3421-22

M. Com. (Part - II) Examination

March / April - 2010

Marketing - VI

(Marketing Channels)

Time : 3 Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दशांशवैव निशान्नीवाणी विगतो उत्तरवडी पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
M. Com. (Part - 2)	<input type="text"/>
Name of the Subject :	<input type="text"/>
Marketing - 6	<input type="text"/>
Subject Code No. : <input type="text"/> 3 <input type="text"/> 4 <input type="text"/> 2 <input type="text"/> 1	<input type="text"/>
Section No. (1, 2,.....): Nil	
Student's Signature	

- (2) All the questions carry **equal** marks except question 6.
(3) All the questions are **compulsory**.
(4) Question 6 carries 10 marks.

1 What do you mean by Channel System? What are the different works performed by marketing channels? **12**

OR

1 What do you mean by channel levels ? What are different service sector channels? **12**

2 What do you mean by channel design? What are the different ways of Analyzing Customer derived service output levels? **12**

OR

2 How can you identify the major channel alternatives? How can you evaluate them? **12**

3 How can a channel member be selected? What are the different ways of training the channel members? **12**

OR

3 How can you modify channel approaches? **12**

- 4 What do you mean by vertical and horizontal marketing systems? How it is different from multi-marketing system? 12

OR

- 4 What are the legal and ethical issues in channel relations? 12

- 5 Write short notes : (any two) 12

- (i) Methods of measuring communication results
- (ii) Marketing Communication Budget
- (iii) Integrated Marketing Communication
- (iv) Identifying the target Audience.

- 6 Case Study : 10

Manufacturers need to pay close attention to their value networks and marketing channels. By planning the design, management, evaluation and modification of their marketing channels, manufacturers can ensure that their products are available when and where customers want to buy. Suppose At Sonic you have been asked to develop a channel strategy for the companies new personal digital assistant (PDA). Based on the information you previously gathered and the decisions you have already made about the target market, the product, and the pricing. Answer the following questions about your marketing channels.

- (i) What forward and backward channel flows should Sonic plan for?
- (ii) How many levels would be appropriate for the consumer and business markets you are targetting?
- (iii) How should Sonic support its channel members?
- (iv) In determining the channel member number, should you use, exclusive, selective or intensive distribution? Why?