**TU/ CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN), 2017**

**DRM 104: DISTRIBUTION STRATEGY**

Time: **3 Hours** Total Marks: **70**

*The figures in the right-hand margin indicate marks*

*for the individual question.*

1. Certain statements are given below. Write ***true*** or ***false*. 1x8=8**

a.“Micro bridge” is a concept of multimodel transportation.

b. Flipkart is a middleman.

c. “Consignee” refers to the seller of the product.

d. “Market information” is a *reverse* flow of marketing channel.

e.“Waiting time” refers to the time taken for delivery of the product ordered.

f. Private warehouses are not rented out to outside users.

g. Full form of LML is *Multi Level Marketing*.

h. “Principal” in VMS is known as “franchisor” also.

2. Write very short answer (*in not more than one sentence*) to ***any three*** of the following. **2x3=*6***

a. What is internalisation of wholesaler?

b. What is “sortation conveyor” used in a warehouse?

c. What is Horizontal Marketing Channel?

d. What is fishyback?

**3**. Offer some ideas on how the retailers in India can overcome the challenges thrown by big aggregators like the Amazon and Flipkart. **4**

**4**. What are the benefits of intensive distribution? **5**

**5**. What are the important considerations while selecting site of a warehouse? **5**

**6**. What is postponement theory? Discuss its merits with real life examples. **2+3=5**

**7**. What is forward integration? Why a company would be interested in forward integration?  **5+2=7**

**8**. What is direct marketing? Compare its advantages and disadvantages with that of other forms of marketing channel. Explain with some real life examples. **2+4+4=10**

**9**. What are the different flows of marketing channel? Which one of these can be seen in conventional marketing? **2+8=10**

**10**. Discuss the different functions of wholesalers. **10**

*OR*

11. Discuss the benefits of the franchise system from the point of view of the franchisor. What are the challenges the franchisor face while managing the system? **5+5= 10**

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