



Name :

Roll No. :

Invigilator's Signature :

CS/MMA/SEM-3/MMA(RM)-308/2012-13

2012

MERCHANDISING AND CHANNEL MANAGEMENT

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A
(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following :

10 × 1 = 10

- i) Marketing Channel Strategy is Growing in Importance.
Why ?
 - a) Search for Sustainable Competitive Advantage
 - b) Growing Power of Retailers in Marketing Channels
 - c) The Need to Reduce Distribution Costs
 - d) The Increased Role and Power of Technology
 - e) All of these.
- ii) Retailers
 - a) are growing larger
 - b) enjoy substantial channel power
 - c) act as buying agents for customers rather than
selling agents for suppliers
 - d) none of these
 - e) all of these.



- iii) The Most Basic Question in the Design of Marketing Channels is
 - a) When do customers buy ?
 - b) Where do customers buy ?
 - c) How do customers buy ?
 - d) all of these.
- iv) Which one is not the cause of Marketing Channel Conflict ?
 - a) Role incongruities
 - b) Resource scarcities
 - c) Perceptual divergencies
 - d) Expectational differences
 - e) Mutual understanding for business.
- v) Which one of the following is not merchandise planning ?
 - a) Involves those activities which are needed to ensure a balance between inventories and sales
 - b) Marketing the right merchandise at the right place at the right time in the right quantities at the right price
 - c) Management of the product component of the marketing mix
 - d) Warehouse management.
- vi) Why plan stock levels ?
 - a) Meet sales expectations
 - b) Avoid out-of-stock conditions
 - c) Guard against overstock
 - d) all of these.



- vii) SKU stands for
- stock keeping unit
 - sales keeping unit
 - sure knowing unit
 - special knowing unit.
- viii) When a retailer sells a product under the retail organization's house brand name, it is called
- House branding
 - Public branding
 - Private branding
 - Local branding.
- ix) A zero level channel is called
- Direct marketing channel
 - Indirect marketing channel
 - Consumer marketing channel
 - Industrial marketing channel.
- x) To be a retail buyer, which one is not required ?
- Decision-making skills
 - Drive
 - Creativity
 - Slow decision maker.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

- What is assortment ? How is it related to retail merchandise ?
- What are the advantages and disadvantages of 'Buying Committee' ? Discuss briefly.
- Discuss the legal and ethical issues related to retail buying.

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5. State the advantages of category management.
6. Being a channel partner what duties you will perform to give benefits to the manufacturer ?

GROUP - C
(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. Discuss the channel conflict, cooperation and competition.
 8. What issues the relailers consider when buying and sourcing private merchandise ? Why are retailer building strategic relationship with their vendors ? 7 + 8
 9. Discuss the nature of the supplier and their selection criteria. Explain the merchandise planning process. 8 + 7
 10. Explain the concept of multi-channel retailing. Discuss its various elements. Give example of a company of your choice using multi-channel concept. 5 + 5 + 5
 11. Distinguish between private label and national label brand. Explain the steps related to creation of private label brand. 7 + 8
 12. Discuss the following terms : 5 + 5 + 5
 - a) Buying cycle
 - b) Assortment planning
 - c) Push versus pull marketing.
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