

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Business Administration)**

DISTRIBUTION CHANNELS (8530)

CHECKLIST

SEMESTER: SPRING 2014

This packet comprises the following material:

1. Text book
2. Course Outlines
3. Assignments 1, & 2
4. Assignment Forms (6)

In this packet, if you find anything missing from the above-mentioned material, please contact Director, Admissions & Mailing (address given below).

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(Department of Business Administration)

WARNING

- 1. PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
- 2. SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

Course: Distribution Channels (8530)
Level: MBA

Semester: Spring 2014

GUIDELINES FOR ASSIGNMENT No. 1 & 2:

You should look upon the assignments as a test of knowledge, management skills, and communication skills. When you write an assignment answer, you are indicating your knowledge to the teacher:

- Your level of understanding of the subject;
- How clearly you think?
- How well you can reflect on your knowledge & experience?
- How well you can use your knowledge in solving problems, explaining situations, and describing organizations and management?
- How professional you are, and how much care and attention you give to what you do?

To answer a question effectively, address the question directly, bring important related issues into the discussion, refer to sources, and indicate how principles from the course materials apply. You must also be able to identify important problems and implications arising from the answer.

For citing references, writing bibliographies, and formatting the assignment, APA format should be followed.

ASSIGNMENT No. 1

Total Marks: 100

(Units: 1-5)

Pass Marks: 50

- Q. 1 Define the concept of a marketing channels and explain why channels exist. **(20)**
- Q. 2 Define the generic channel flows that characterize costly and value-added channel activities. **(20)**
- Q. 3 Explain why limited distribution is preferable for brands with a high-end positioning or a narrow target market? **(20)**
- Q. 4 Define the strategies for closing the various types of channel gaps. **(20)**
- Q. 5 Explain how to use power as a tool to manage conflict and increase cooperation? **(20)**

ASSIGNMENT No. 2

Total Marks: 100

Pass Marks: 50

This assignment is a research-oriented activity. You are required to submit a term paper and present the same in the classroom prior to the final examination. Presentation component is compulsory for all students. You will have to participate in the activity fully and prepare a paper of about 15 to 20 pages on the topic allotted to you. You are required to prepare two copies of Assignment No. 2. Submit one copy to your teacher for evaluation and the second copy for presentation in the classrooms in the presence of your resource persons and classmates, which will be held at the end of the semester prior to final examination.

Include the following main headings in your report:-

- a) Introduction to the topic
- b) Important sub-topics
- c) Practical aspects with respect to the topic
- d) Review of theoretical and practical situations
- e) Merits, demerits, deficiencies or strengths of the organization with respect to your topic
- f) Conclusions and recommendations
- g) Annex, if any

You must use transparencies, charts or any other material for effective presentation. You are also required to select one of the following topics according to the last digit of your roll number. For example, if your roll number is D-3427185 then you will select topic No.5 (the last digit):-

List of Topics

0. Structure of Physical Distribution
1. Strategy for Physical Distribution
2. Just in Time Inventory
3. Channel Information System
4. Channel Performance
5. International Distribution Design
6. Integrating Distribution Channel in Global Environment
7. Market Coverage Policies
8. Role of Intermediaries
9. Auditing for Channel Performance

DETAILED COURSE OUTLINE

Course: Distribution Channels

Course Code: 8530

Level: MBA

Unit-1: Marketing Channels: Structure and Functions

- 1.1 Introduction to Marketing Channel
- 1.2 Marketing Channels Existence and Change
- 1.3 Work of the Marketing Channel
- 1.4 Belongs to Marketing Channel
- 1.5 End user Channel Preferences

Unit-2: Supply Side Channel Analysis: Channel Flows and Efficiency Analysis

- 2.1 Channel Flow Defined
- 2.2 Describing the Current Channel with the Efficiency Template
- 2.3 Using Channel flow Concepts to Design a Zero-Based channel
- 2.4 Matching Normative and Actual Profit Shares

- 2.5 Coverage versus Assortment: Framing the Decision of Upstream and Downstream Channel Members

Unit–3: Gap Analysis

- 3.1 Sources and Types of Channel Gaps
- 3.2 Closing Channel Gaps
- 3.3 Pulling it together: The Gap Analysis Template
- 3.4 The Nature of Power
- 3.5 Power as the Mirror Image of Dependence
- 3.6 The Greatest Source: Reward Power

Unit–4: An Introduction to Business of Banking

- 4.1 Assessing the Degree and Nature of Channel Conflict
- 4.2 The Consequences of Conflict
- 4.3 Major Sources of Conflict in Marketing Channels
- 4.4 Clash of Market Domains

Unit–5: Strategic Alliances in Distribution

- 5.1 Strategic Alliances: Their Nature and the Motives
- 5.2 Building Commitment by Greeting Mutual Vulnerability
- 5.3 Building Commitment by the Management
- 5.4 Decision Structures that Enhance Trust
- 5.5 Moving a Transaction through Stages of Development to Reach Alliance Status

Unit–6: Vertical Integration in Distribution

- 6.1 Introduction
- 6.2 The Costs and benefits of Vertical Integration
- 6.3 Deciding When to Vertically Integrate Forward
- 6.4 Vertical Integration forward when Competition is Low
- 6.5 Vertical Integration to Cope with Environmental Uncertainty Vertical Integration to Reduce Performance Ambiguity

Unit–7: Legal Constraints on Marketing Channel Policies

- 7.1 Market Coverage Policies
- 7.2 Pricing Policies
- 7.3 Product Line Policies
- 7.4 Selection and Termination Policies
- 7.5 Channel Institutions

Unit–8: Wholesaling

- 8.1 An Overview of the Wholesaling Sector
- 8.2 What the Independent Wholesale Sector Offers
- 8.3 Federations of Wholesalers
- 8.4 Voluntary and Cooperative Groups
- 8.5 Export Distribution Channels

Unit–9: Logistics and Supply chain Management

- 9.1 The Impact of Logistic and Supply chain Management
- 9.2 Responding Efficiently
- 9.3 Responding Rapidly

Recommended Books:

Ronsenbloom,, B. (2011). *Marketing Channels*. Mason: South-Western CENGAGE Learning.

Additional Readings:

Dent, J. (2011). *Understanding and Managing Channels to Market*. New Delhi: Kogan Page.
Gorchels, L., West, C., and Marien, E. J. (Latest edition) *The Manger Guide to Distribution Channels*. USA: McGraw-Hills Professional.

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