



THE COUNCIL OF COMMUNITY COLLEGES OF JAMAICA

BACHELOR OF SCIENCE EXAMINATION

SEMESTER II – 2016 MAY

PROGRAMMES: BUSINESS STUDIES

COURSE NAME: DISTRIBUTION AND RETAIL MANAGEMENT
CODE: (MRKT3602)

YEAR GROUP: THREE

DATE: WEDNESDAY, 2016 MAY 11

TIME: 1:00 P.M. – 4:00 P.M.

DURATION: 3 HOURS

EXAMINATION TYPE: FINAL

This examination paper has 3 pages

INSTRUCTIONS:

SECTION B: ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION.

SECTION B

*Instructions: Answer any **THREE (3)** questions from this section.*

Question 1

As an intermediary, wholesalers bear the responsibility to carry out several major channel functions.

- a. Identify any **five (5)** of these functions. *(5 marks)*
- b. Discuss any **four (4)** of the functions identified in (a) above. Include relevant examples in your answers. *(20 marks)*

(Total 25 marks)

Question 2

- a. Explain the term “marketing channels”. *(3 marks)*
- b. List and describe the functions in **three (3)** types of intermediaries. *(9 marks)*
- c. Identify and discuss **three (3)** types of distribution strategies that could be employed based on the number of intermediaries involved. *(13 marks)*

(Total 25 marks)

Question 3

The “wheel of retailing” hypothesis explains one major reason why new store types emerge.

- a. Explain this hypothesis. *(7 marks)*
- b. Explain **three (3)** service levels which are available to retailers, and give relevant examples of the types of stores which would employ each service level. *(18 marks)*

(Total 25 marks)

Question 4

As a result of the advent of Globalization the meaning of retailing has taken on new forms. Discuss how the innovations in international retailing has impacted the operation of domestic retailers. This essay should be expressed in no less and five paragraphs.

(Total 25 marks)

Question 5

a. Give definitions for the following terms:

- i. Logistics
- ii. Integrated Logistics
- iii. Third Party Logistics
- iv. Physical Distribution

(12 marks)

b. Identify and discuss the **three (3)** types of third-party logistics providers. *(13 marks)*

(Total 25 marks)

END OF EXAMINATION