



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FIFTH TRIMESTER (Batch 2020-22)
END TERM EXAMINATIONS, January 2022

Course Name	Distribution and Channel Management (DCM) GR II	Course Code	MKT 503
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS:

- a. Only one word file is allowed for writing answer(s) of given question(s). **On first page of word file students are required to mention their Name and Roll Number.** Insert page number in the footer.
- b. You are advised not to indulge into looking at any other document except the case and your analysis.
- c. Be warned that the time pressure is built in the time duration of the examination. If you waste your time in looking and looking answer from outside sources either you will fail to find the answer or left with no time to give the good answer.
- d. Your answer has to be a good blend of theory, application and analysis of facts in the case, to demonstrate your proficiency in the course. Mere theoretical answer will be treated as question NOT ANSWERED.
- e. All questions are compulsory.
- f. All questions carry equal marks.
- g. Be precise and clear in your answer.
- h. Please remember that Institute has **Permitted Plagiarism % and Penalty Clause for any Defiance as follows: Overall Permitted Plag.:10%, Penalty Clause: 11-20 % - Minus 5 Marks, Above 20% - No Evaluation/Reappear Exam.**

Questions

1. Do you think that the new channel design is more customer driven? If so, explain it using the framework.
2. Design a complete training program and time schedule for the new channel partners in the system. Identify who will carry out a module of training.
3. Do you envisage conflict between JSW and traditional dealers? If so, explain the type of conflicts and suggest how to resolve them.
4. What criterion can be used to measure the performance in order to evaluate the dealers and why? Construct the format including the criterion and its weightage in the evaluation system.