

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

5th TRIMESTER (Batch 2016-18)

End Term Examinations, January 2018

Course Name	Distribution & Channel Management	Course Code	MKT 510
Max. Time	2 Hrs	Max. Marks	40

Instructions: Attempt All Questions.

1. What are the problems faced by the Channel Manager in attempting to exercise leadership to motivate channel members in the inter organizational setting of the marketing channel? Explain with few suitable examples? (marks-9)
2. Discuss some of the approaches that the channel manager may use in attempting to manage the conflict. Do all of those approaches share a common theme? Read below a case and answer?

Nike a major sports shoe company started their new policy that required all channel partners to place their orders six months in advance of delivery. From company point of view it is a great news for NIKE because it enables company to plan their production effectively, but it makes life difficult for their channel partners. Doesn't NIKE know that retailing of shoes is a fast paced highly competitive business? Its extremely hard to predict exactly what Nike shoes our customers will want that far in advance and what about other sports brands who don't force channel partners to place orders in advance? Does Nike understand the role of channel partner? How will manager avoid conflict?

(marks-9)

3. ARCHIES GALLERIES—Creating a large Franchisee Network

Archies was set up in 1979 as a partnership firm to carry out the business of marketing posters and Greeting Cards. Company pioneered the concept of branded retailing in India. First Exclusive store was opened in 1987 and in 1990 it was converted into Archies Greetings & Gifts Pvt Ltd and became Public Ltd Company in 1995. Today Archies is market leader in gifts and greetings business.

Subsequently Archies started getting queries from retailers who wanted to sell their products and company got feedback about the demand for greeting cards and began to deal with them. After opening few own stores, company started Franchisee stores. They created their own model suitable for Indian conditions and gave Franchisee rights to retailers to convert their stores into Archies franchise stores across india. Today they have over 400 stores apart from many branch offices and many distributors across the country. Archies success was due to innovative products that were price sensitive and of good quality. They did retail branding and created national network. Please answer following issues on Franchising in India?

- a) What in your opinion are the reasons for an Entrepreneur getting into franchise business?
- b) What are different franchise models that can work in India?
- c) Elucidate the relevance of creating successful Brand models before Franchising in retail?

(marks-9)

4. Please answer the questions given at the end of the case study

ADIDAS INDIA PVT LTD....

Adidas is in business of sports shoes, apparel and accessories and is selling products through multi brand outlets through Distributors and wholesalers across India. While their business across India is very good they realize brand not doing good in Mumbai market. To get better results they approach a big distributor of casual footwear Woodland to take the distributorship of Adidas as well.

Distributor who has huge financial capacity wants to increase his sales as well as enhance his product profile by starting Sports category too. Only fear they have that Woodland may not take objection to taking their business of Adidas and in process they may not lose the distributorship of Woodland itself.

In this above scenario if you are a Woodland distributor and offered Adidas too, how will you tackle the following issues?

1. What are options available to you to convince Woodland managers that you are not flouting the contract? (marks-3)
2. What will be your arguments to Woodland managers that footwear is same business hence its competitive business so avoid taking Adidas? (marks-3)
3. What options are available to you to challenge them that its non competitive? (marks-3)
4. What other options are available to avoid a Conflict between you and Woodland company? (marks-4)

(total marks-13)

Best of luck!!! ☺