

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)

FOURTH TRIMESTER (Batch 2024-26)

END TERM EXAMINATIONS, OCTOBER 2025

SET-2

Course Name	Distribution and Channel Management	Course Code	20122
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS:

- Attempt all questions
- All questions carry equal marks

Q.1. Cross-docking, or flow-through distribution, which eliminates storage in the warehouse and the subsequent need to pick stock to fill orders, can dramatically reduce labour and inventory carrying costs. The concept seems simple enough: Instead of unloading merchandise and putting it into the warehouse, just move it across the loading docks to other trucks and send the merchandise on to its intended final destination. Nothing to it. Is cross-docking really so simple? What are some of the complicating factors that make this seemingly simple concept challenging to implement? **Discuss** in detail and **propose** your views. (10 Marks)

Q.2. Tina Anderson talked to knowledgeable salespeople about the pros and cons of a variety of cameras, discussed the various features and handled the cameras to see how they felt while at the Camera Store, a full-service camera shop at a regional shopping mall. She decided to buy a Konica Minolta DiMAGE X50. But she did not buy it from the Camera Store. Instead she said thank you very much to the salesperson and left the store. She went over to the Starbucks across the street, ordered a tall frappuccino and, while sipping the drink, ordered the Konica Minolta DiMAGE X50 using her Apple iPhone to find the lowest price online seller. Three days later, the camera was delivered by UPS to Tina's home. Tina was delighted—she had saved \$60 and the camera was exactly the same one she had tried out in the Camera Store. Tina could not have cared less whether the online dealer was authorized to sell Konica Minolta cameras. **Discuss** this situation from the point of view of Tina Anderson, the Camera Store, the online dealer and the manufacturer. (10 Marks)

Q.3. Toddler University Inc. is the name of a shoe company that makes children's footwear. The company grew from almost nothing to sales exceeding \$25 million. The secret of Toddler University's success, according to some industry observers, is a unique product design that can drastically reduce retailers' inventory requirements. In regular children's shoes, there are 11 sizes and 5 widths—so, to have a complete selection, retailers would have to stock 55 pairs of shoes for each particular model. But Toddler University has patented a shoe that allows the use of a one-width shoe with five shoe inserts of varying widths, thus drastically reducing the retailer's inventory requirements. **Comment** on this development in light of what you believe to be the relevant product strategy and channel management strategy interface. (10 Marks)

Q.4. Master Lock is perhaps the nation's best-known name in padlocks. Master Lock padlocks are sold intensively at the retail level through a wide range of stores, including hardware stores, home centers, automotive stores, bicycle shops (for bicycle padlocks), drugstores, supermarkets and many others. This wide retail network is supplied largely through wholesalers. Master Lock relies on wholesalers to provide the bulk of the sales and logistical support to the retail channel members. When retailers need help in ordering, stocking the right assortment, choosing point-of-purchase displays or advertising to consumers, Master Lock tells them to "ask your Master Lock distributor for all the advice and support you need." Given that Master Lock expects its wholesale distributors to provide virtually all the support needed by retailers, **discuss** what kind of support do you think the wholesaler distributors should expect from Master Lock? (10 Marks)