

28 Lecture - MGT301

Important Subjective

- 1. What is the role of distribution channels in the place element of marketing mix?**
Answer: Distribution channels play a vital role in ensuring that the product reaches the right customer at the right time, in the right place, and at the right price.
- 2. What are the types of intermediaries that can be used in the distribution channel?**
Answer: The types of intermediaries that can be used in the distribution channel are wholesalers, retailers, agents, brokers, and distributors.
- 3. What are the advantages of using direct channels of distribution?**
Answer: The advantages of using direct channels of distribution include greater control over the distribution process, better access to customer feedback, and higher profit margins.
- 4. What is meant by the term 'channel conflict'?**
Answer: Channel conflict refers to a situation where there is disagreement or tension between two or more members of a distribution channel over issues such as pricing, distribution, or marketing.
- 5. What are the factors that need to be considered while selecting a distribution channel?**
Answer: The factors that need to be considered while selecting a distribution channel include product characteristics, target market, cost, competition, and the level of control required.
- 6. What is meant by the term 'omnichannel marketing'?**
Answer: Omnichannel marketing is an approach to marketing that involves providing a seamless and integrated shopping experience across all channels, both online and offline.
- 7. What are the advantages of using online channels of distribution?**
Answer: The advantages of using online channels of distribution include wider reach, lower costs, 24/7 availability, and greater convenience for customers.
- 8. What is meant by the term 'supply chain management'?**
Answer: Supply chain management refers to the management of the flow of goods and services, from the raw materials to the finished product, to ensure that they reach the customer efficiently and effectively.
- 9. What is the role of logistics in the place element of marketing mix?**
Answer: Logistics plays a critical role in ensuring that the right product is delivered to the right customer at the right time, in the right place, and at the right price.
- 10. What are the challenges faced by businesses in managing their distribution channels?**
Answer: The challenges faced by businesses in managing their distribution channels include maintaining control over the distribution process, managing channel conflict, ensuring consistent delivery of the brand message, and adapting to changing market conditions.