

International Islamic University Chittagong
 Department of Business Administration
 Program: BBA
 Mid Term Examination, Spring 2023
 Course Title: Distribution Management, Course Code: SCM 4802

Time: 1.5 Hours

Marks: 30

[Answer any three of the following questions. Figures in the right-hand margin indicate marks.]

	Questions	CLO	H/L Order	Marks
1.	a. What are the main functions of physical distribution?	CLO1	Remember	5
	b. Identify the marketing forces that affect physical distribution.	CLO1	Understand	5
2.	a. Briefly describe different channel structures.	CLO1	Understand	5
	b. How do you design an efficient distribution channel?	CLO1	Apply	5
3.	a. What factors should be taken into account while choosing channel members?	CLO1	Understand	5
	b. How do intermediaries serve a variety of functions?	CLO1	Explain	5
	Or			
	c. Describe the methods for inspiring channel members.	CLO1	Explain	5
	d. What are the types of intermediaries an organization can choose from?	CLO1	Understand	5