

ASSESSMENT # 7**Total Marks: 30**

1. Give short answers for the following questions: (15)
 - i. What is distribution in a supply chain? What are the channels of distribution? And how do they work?
 - ii. Who are the channel participants in a distribution process?
 - iii. What is the importance of market coverage decisions in a distribution process?
 - iv. How would you differentiate between conventional channels and single transaction channels?
 - v. How can logistics operations affect pricing?

2. Discuss the fundamentals of pricing strategy in supply chain management. (7)

3. “Channel mapping and matrix approach are of significant importance in the channel design process.” Discuss this here. (8)