

ASSESSMENT # 11**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 the pricing?

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

- 3.** “Channel mapping and matrix approach are of significant importance for a channel design process.” Discuss this here. (8)