

ASSIGNMENT

Q-1 What sort of distribution channels would you think might be most relevant in the following markets. List down three most appropriate distribution channels for each product offering and why.

- a) Music and video
- b) Home entertainment software
- c) Business application software
- d) Shampoo
- e) Personal services (e.g., hairdressing, beauty therapies)
- f) Financial services
- g) Engineering consulting advice (e.g., on mining or construction application).

Q-2 Give example of an industry that has witnessed substantial change in distribution channel. Discuss the fundamental reasons for this change. For the same industry discuss the pros and cons of using web as a distribution channel. Are there some situations where it should not be a part of the channel mix?

List out retail stores in your city and categorize them into various types. Also, detail out the marketing decisions these various types of retailers should take.