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Chapter 1 : Designing and Managing Integrated Marketing Channel System Essay – Free Papers and Es

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Easy 2 Which of the following entities in the marketing channel is a merchant? Which of the following strategies is this manufacturer using? A personalization strategy B tailoring strategy C push strategy D pull strategy E consumer promotion strategy Answer: Easy 5 Total Beverages, a maker of fruit juices and health drinks, recently launched a new brand of packaged drinking water called AquaPure. In order to induce distributors to carry the product, Total offers all its intermediaries a free refrigerator to store bottles of AquaPure. Moderate 6 Spike Inc. To promote this new product, Spike launches an advertising campaign and also ropes in a famous athlete to endorse the product. Publishing as Prentice Hall 7 When is a pull strategy appropriate? A when there is low brand loyalty B when consumers are able to perceive differences between brands C when brand choice is made in the store D when it is a low involvement purchase E when the product is an impulse item Answer: A consumers are able to perceive differences between brands B the product being sold is an impulse item C there is high brand loyalty for the product D the product is a high involvement purchase E consumers choose the brand before they go to the store Answer: Moderate 9 A firm uses its sales force to sell to large accounts and outbound telemarketing to sell to medium-sized accounts. Easy 10 A computer manufacturing company allows customers to place orders online, which they can later pick up from a convenient retail location. Which of the following terms best represents this practice? A channel integration B mass customization C online personalization D push strategy E internal marketing Answer: Publishing as Prentice Hall 11 Which of the following is the most accurate description of a value network? A A system of partnerships and alliances that a firm creates to source, augment, and deliver its offerings. B A system of organizations and resources involved in moving a product from supplier to customer. C An arrangement whereby an organization transforms inputs into finished goods. D A network that allows an organization take the finished products to the end-users. E A communication network that allows an organization to transfer information to end- customers. Moderate 12 Companies should first think of the target market and then design the supply chain backward from that point. A demand chain planning B resource planning C external channel planning D materials planning E strategic business planning Answer: Easy 13 Which of the following channel functions constitute only a backward flow? A movement of physical goods B placing orders with manufacturers C persuasive communication D storage of physical goods E overseeing actual transfer of ownership Answer: Moderate 14 Identify the channel function that constitutes both backward and forward flow. A obtaining funds for financing B storage of physical goods C persuasive communication D movement of physical goods E overseeing actual transfer of ownership Answer: Publishing as Prentice Hall 15 Producers often shift some functions to intermediaries. Which of the following is the most significant benefit of doing this? A It increases customer loyalty. B It provides the producer with greater control over operations. C It reduces the amount of direct customer interaction. E It ensures greater information security. Easy 16 Which of the following is an example of a zero-level channel? A A company takes online orders from customers and ships the products to them. B An organization uses a combination of direct salespeople and sales agencies to increase sales. C A company sells its products through wholesalers and retailers. D A company sells its products through chains of supermarkets and other large sellers. E A large company forms alliances with smaller companies to increase sales coverage. Moderate 17 Which of the following entities is present in a zero-level marketing channel? A one-level channel B two-level channel C zero-level channel D three-level channel E reverse-flow channel Answer: A small-scale wholesaler B external broker C advertising agent D independent evaluator E communication channel Answer: Easy 20 Which of the following activities is a reverse-flow channel of marketing? A raw materials movement B product recycling C materials ordering D

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finished goods storage E customer order placement Answer: Moderate 21 Toyota has an advantage over Lexus due to the fact that there are more Toyota dealers, which helps customers save on transportation and search costs in buying and repairing an automobile. Which of the following service outputs relates to this competitive advantage? A units the channel permits a customer to purchase at once B assortment provided by the marketing channel C add-on services provided by the channel D ability of a product to provide incremental value E degree to which the channel makes it easy for customers to purchase a product Answer: Publishing as Prentice Hall 23 Which of the following terms refers to the add-on services, such as credit, delivery, installation, and repairs, provided by a marketing channel? A service backup B product accessories C external products D product variety E service extensions Answer: Easy 24 Atburex is a furniture manufacturing company in the United States. The company provides a sixty day credit period and EMI options to customers and also offers on-site delivery and installation. These special benefits refer to which of the following service outputs? A good service backup B large product variety C spatial convenience D large lot size E short waiting time Answer: Moderate 25 Which of the following types of distribution involves severely limiting the number of channel intermediaries? Publishing as Prentice Hall 26 Which of the following allows a firm to maintain control over the service level and obtain more dedicated and knowledgeable selling? A selective distribution B intensive distribution C push strategy D exclusive distribution E pull strategy Answer: Moderate 27 Which of the following channel alternatives is most suited to handle complex products and transactions? Easy 28 Which of the following is a major disadvantage of using the Internet as a marketing channel? A It is less effective for complex products. B It lacks convenience and practicality. C It cannot be used to reach a wide audience. D It is considered expensive. E It causes the company to lose direct contact with customers. Publishing as Prentice Hall 29 Armon Apparels designs, manufactures, and distributes athletic apparel and accessories for men and women. The company has only nine distributors across the United States. These distributors control a nationwide network of retailers. The company does not sell its products through other channels. A premium cars B commercial trucks C private label products D industrial equipment E newspapers Answer: Publishing as Prentice Hall 32 Which of the following products is most likely to be sold using an exclusive distribution strategy? Moderate 33 Which of the following covers payment terms and producer guarantees? A conditions of sale B pricing policies C exclusive dealings D mutual services E territorial rights Answer: Publishing as Prentice Hall 35 Electrobar, a European manufacturer of industrial kitchenware, sells to industrial canteens, restaurants, hotels, and so forth. The company provides a one-year warranty on all products and also allows customers to pay in installmentsâ€”they pay fifty percent on delivery and the rest as equal installments. This refers to which element in the "trade-relations mix"? Moderate 36 Which of the following channels is associated with the lowest cost per transaction? Easy 37 Which marketing channel is associated with the highest value added per sale? Publishing as Prentice Hall 38 Which of the following problems is most likely when a sales agency is used instead of company salespeople? A The company will find it difficult to control the sales process. B They do not take title to goods or negotiate purchases or sales. C The value-added per sale is the lowest for sales agencies. D Agencies will pay less attention to customers who buy the most or in large volumes. E Sales agencies are often difficult to access due to strict contractual obligations. Moderate Use of Power Scenario Broomer manufactures fashion apparel for women, men, and children. The company recently introduced a new clothing line named "Inducer", targeted at the youth. However, the new line is not well-received by the market, and sales fail to take off even three months after its launch. Moderate 40 Because of the acceptance that the other Broomer products have in the market, retailers are willing to stock items from the new "Inducer" line of clothing. Easy 43 A manufacturer offers its intermediaries an extra benefit for performing a promotional activity. A requests a behavior that is warranted under the selling contract B threatens to withdraw a resource or terminate a relationship C offers intermediaries an extra benefit for performing specific acts or functions D makes the intermediaries sell more of a particular product by offering rewards E sells more products by making use of its reputation in the market Answer: Publishing as Prentice Hall 45 Hewlett-Packard is a highly respected brand. Many retailers want to be associated with the brand

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because of this reputation. What kind of power does Hewlett-Packard obtain due to this reputation? Easy 46 Which of the following types of power is objectively observable? A finding and developing new intermediaries B using a few existing intermediaries C forming partnerships with the market leader D creating a special channel E forming partnerships with other firms Answer: Moderate 48 Who will most likely be willing to pay for high-value-added channels? A early buyers of a product B internal customers of a company C small and matured buyers of an industry D consumers of low involvement products E repeat customers of a product Answer: Easy 50 What is the major difference between a conventional marketing channel and a vertical marketing system VMS? A Elements in a conventional marketing channel act as separate businesses whereas the elements in a VMS act as a unified system. B A VMS has many intermediaries whereas a conventional marketing channel has a limited number of intermediaries. C A VMS is characterized by an independent producer whereas a conventional marketing channel is characterized by multiple producers. D A conventional marketing channel has elements such as retailers and wholesalers whereas these elements are not present in a VMS.

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Chapter 2 : Designing and Managing Integrated Marketing Channels Essay

DESIGNING AND MANAGING INTEGRATED MARKETING COMMUNICATIONS Marketing Communications. Are the means by which firms attempt to inform, persuade, and remind consumers -directly or indirectly- about the products and brands they sell.

Managing Integrated Marketing Communications Managing Integrated Marketing Communications Companies need to develop strategies to improve brand image and brand awareness. The important aspect of spreading brand awareness and brand image is through communication. Companies need to establish a communication channel to win the new customers and retain existing customer. This communication is not restricted just to customer but also stakeholders in the value network. Communication is achieved through advertisement, sales promotion, public relation exercise, direct marketing and interactive marketing. Elements of Communication Process Communication process should not be one way traffic. Companies should look forward to developing communication network in which companies can reach customer but customer also can effectively communicate with companies. Technology has opened up many avenues to carry out effective communication. Companies have traditional tools like newspaper, television, radio, telephone, billboards and modern tools like the internet, emails and wireless devices. Technology has made the communication process not only faster but also reduced over all communication cost. There are nine elements, which make the communication process. The two parties are sender-company and receiver-customer. The communication tools are message and media used to communicate the process. The four major communication functions are encoding, decoding, response and feedback. The last element is the noise which is anytime of interference disrupting clarity of the message. Senders must encode the message as per the target audience and use the right media. The receiver decodes the message, responds to the message and sends feedback to the company. Experience senders are able to garner a more effective response from the right message. However the message may not have required effect if: The development of the communication program can be charted into eight steps. The first step is identifying the target audience. The target audiences are the existing customer or the potential new customers. Target audience identification is essential for further development and overall success of the communication program. Once the audience is identified the next part is assessing the present company or brand perception within the target audience. Based on the results from the audience analysis the message should address the requirements. The second step is to set specific objectives for the given communication message. This objective could be to enhance existing image, convey attribute, or encourage a consumer to act. The objective can have a cognitive, affective or behavioral response. The third step is the design of the message. The designing of the message follows the objective of the message. The design of the message has to address the following four points, content of message, message structure, message format and message source. The fourth step is the selection of the communication channel. The channel must be appropriate to carry the message to the target audience. For pharmaceutical companies, their sales people are the most effective channel in reaching the target doctor audience, instead of placing billboards. The fifth step is related with the financial estimates of the whole expenditure. Companies need to decide budget of sales promotional and other activities. The common methods followed are an affordable method, percentage of sales method, competitive parity method, and objective-task methods. The sixth step is the decision relate to the communication mix. Companies have limited budget, so they need balance expenditure among advertising, sales promotion, public relation, sales force and direct marketing. The relevant choice of the communication mix is highly dependable on the industry the company is operating. The seventh step measuring results of the communication process. It is very important for companies to keenly follow the outcomes of the communication process. The results could be increased in sales, change in attitude or image of the brand. The eight step is managing the integrated marketing process. Companies cannot afford to continue one medium approach to achieve desired communication effect. Companies must integrate all the available tools as to reach

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a wider audience and effectively communicate about brand and products. Marketing communication cannot be considered in isolation. It is an integral part of any companies overall growth process.

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Chapter 3 : Managing Integrated Marketing Communications

Designing and Managing Integrated Marketing Channels Objectives To Describe the Nature and Functions of Marketing Channels To Identify the Types of Marketing Channels To Examine the Major Levels of Marketing Coverage To Explore the Concepts of Leadership, Cooperation, and Conflict in Channel Relationships To Specify How Channel Integration Can Improve Channel Efficiency To Examine the Legal.

Chapter 13 - Designing and Managing Integrated Marketing Channels Summary Many producers do not sell their products directly to their customers but instead use one or more marketing channels – intermediaries performing a variety of functions. The most important functions performed by intermediaries are information, promotion, negotiation, ordering, financing, risk taking, physical possession, payment, and title. Manufacturers can sell direct or use multilevel channels, depending on customer needs, channel objectives and the type and number of intermediaries involved. When using marketing channels there is the potential for conflict and competition and there are also legal and ethical considerations. Companies can now also choose whether to add e-commerce and m-commerce through channel integration. Marketing Channels and Value Networks 1. Sets of interdependent organizations participating in the process of making a product or service available for use or consumption. They are the set of pathways a product or service follows after production, culminating in purchase and consumption by the final end user. Instead, they provide products to retail stores, who display the products to customers who are attracted by the advertisements and promises of instant beauty, in the stores. A marketing channel system is the set of marketing channels a company employs. Marketing channels serve and make markets and the channels chosen affect all other marketing decisions. A firm must also decide whether to use push or pull marketing strategy. Push strategy is when the firm uses its sales force or other means to induce intermediaries to carry, promote, and sell the product to the end users. Pull strategy is when the firm uses communications to persuade consumers to demand the product from intermediaries, inducing the intermediaries to order it. Hybrid or multichannel marketing occurs when a firm uses two or more marketing channels to reach customer segments. The supply chain is an important part of marketing a product. One strategy is to use demand chain planning – think of the target market first, and then design the supply chain backward from that point. The firm might also take a broader view with the company at the center of a value network, surrounded by a system of partnerships and alliances that a firm creates to source, augment, and deliver its offerings. The Role of Marketing Channels 1. Marketing intermediaries make goods available and accessible to target markets, usually more effectively and efficiently than the firm can achieve on its own. The producers of chewing gum, the William Wrigley, Jr. Company, would not find it practical or profitable to sell its gum without the aid of intermediaries. A marketing channel has functions and flows that perform the work of moving goods from producers to consumers. A forward flow of activity such as storage and movement, title, and communications is activity from the company to the customer. A backward flow is functions such as ordering and payments from the customers to the company. Some functions such as information, negotiation, finance and risk taking occur in both directions. Marketing channels also have levels, some consisting of only the manufacturer and the final customer, called a zero level channel or direct marketing channel. Other channels have multiple levels of intermediaries between the producer and the customer. Service sector channels have changed tremendously with the internet. Customers can now go online to have such services as photo printing done. They can get advice and helpful information online and they can even keep up with their favorite entertainers. Marketing channels are sets of interdependent organizations participating in the process of making a product or service available for use or consumption; also called trade channel or distribution channels. To design a marketing channel system, marketers must identify major channel alternatives, based on the customer needs and wants. CDW is an example of an intermediary in a marketing channel. CDW sells technology type merchandise such as computers, printers, routers, among a variety of other office needs. Consumers choose the marketing channel they prefer based on what their needs

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are. It could be based on price, product, assortment, convenience and their own shopping goals. Channels produce five service outputs: Marketers should state their channel objectives, which vary with product characteristics. How does it need to be shipped or does it need to be installed? Are there legal restrictions or regulations that affect channel design? Marketers also need to identify major channel alternatives. These could be sales forces, agents, distributors, dealers, direct mail, telemarketing and the internet. Channel alternatives differ in three ways: Each channel alternative needs to be evaluated against economic, control, and adaptive criteria. Channel Management Decisions 1. After a firm has chosen a channel system, it must select, train, motivate, and evaluate individual intermediaries for each channel. A Mercedes-Benz dealership would not represent the firm well if it appeared dirty or disorganized. The Toyota dealership I use is always spotless and very clean and their staff is very efficient and friendly. When selecting channel members a firm should remember that to the customer the channels are the company. Producers should determine what characteristics distinguish the better intermediaries and would represent the firm best to the customer. Channel Integration and Systems 1. Channel integration is connecting all the independent distribution channels within your channel system and how they work together. A franchise, such as a fast food restaurant, is an example of a channel integration. A marketing channel normally consists of an independent producer, wholesaler s and retailer, each is separate and none have complete or substantial control over the other. However, there are three other systems, vertical, horizontal and multichannel. In the vertical marketing system VMS the producer, wholesaler s and retailer s act as a unified system. The channel captain owns or franchises the others or has so much power that the other cooperate. Three types of VMS are corporate, administered, and contractual. Horizontal marketing system is one in which two or more unrelated companies put together resources or programs to exploit emerging marketing opportunity. These companies might work together on a temporary or permanent basis. An integrated marketing system is one in which the strategies and tactics of selling through one channel reflect the strategies and tactics of selling through one or more other channels. Adding more channels can help increase market coverage, help lower channel costs and have more customized selling. Conflict, Cooperation, and Competition 1. Wal-Mart is the principal buyer for many manufacturers and because of its size it can command lower prices than other buyers. One type of channel conflict is horizontal conflict, which occurs between members on the same level. Vertical channel conflict occurs between different levels of the channel. Multichannel conflict exists when the manufacturer has two or more channels that sell to the same market. Some channel conflict can be good and lead to positive changes, but too much conflict is dysfunctional. Firms can manage conflict well through strategic justification, dual compensation, superordinate goals, employee exchange, joint memberships, co-optation, diplomacy, mediation, or arbitration, and legal recourse. Marketers, particularly high-end and luxury brands, must work hard not to dilute their brands through inappropriate channels. The law seeks to prevent companies from using exclusionary tactics that might keep competitors from using a channel. Exclusive arrangements are legal as long as they are voluntary. Many companies sell their goods and services online, some exclusively online. This saves the cost retail floor space, staff, and inventory and is particularly useful for producers who sell to niche markets. Online retailers may be pure-click companies “ those who have launched a website without any previous existence as a firm, and brick-and-click companies “ existing company that adds an online site for information or e-commerce. Several kinds of pure-click companies are search engines, Internet service providers, commerce sites, transaction sites, content sites, and enabler sites. Inhibitors of online shopping are the absence of pleasurable experiences, social interaction, and personal consultation with a company representative so online retailers are using blogs, social networking sites and mobile marketing to stay in touch with customers. B2B sites give customers access to: Many brick and mortar companies have added an e-commerce channel through online shopping and face the challenges of managing online and offline channels. M-commerce marketing is mobile marketing. Mobile channels and media can keep consumers connected and interacting with a brand throughout their day. Customers like the convenience of making purchases using their smartphones and in the United States mobile marketing is becoming more prevalent and

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taking all forms.

Chapter 4 : Designing and Managing Integrated Marketing Channels - MCQs with answers - Part 8

To design a marketing channel system, marketers analyze customer needs and wants, establish channel objectives and constraints, and identify and evaluate major channel alternatives. Service outputs of channels: lot size, waiting and delivery time, spatial convenience, product variety, service backup.

Chapter 5 : Designing and Managing Integrated Marketing Channels - MCQs with Answers- Part 5

Designing and Managing Integrated Marketing Channels - MCQs with answers - Part 8 Conflict, Cooperation and Competition: MCQs with answers 1. Vertical Channel conflicts implies.

Chapter 6 : PPT - Designing and Managing Integrated Marketing Channels PowerPoint Presentation - ID

What is a marketing channel system and value network? What work do marketing channels perform? How should channels be designed? What decisions do companies face in managing their channels?

Chapter 7 : Mrktng Mngmnt and Innovation: Chapter 13 - Designing and Managing Integrated Marketing C

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An integrated marketing system is one in which the strategies and tactics of selling through one channel reflect the strategies and tactics of selling through one or more other channels. Adding more channels can help increase market coverage, help lower channel costs and have more customized selling.