



STUDY CHECKLIST FOR TEXTBOOK MATERIAL

The following is a list of material from the textbook that may not be covered extensively in class but may be covered on the exam. Please note that there is considerable overlap between material covered in class and in the text and that the textbook may serve as a useful reinforcement of classroom material.

Chapter 1: Marketing Channels: Structure and Functions

1. How do the distribution channels and issues from the examples given of personal computers, books, and pharmaceutical products compare and contrast? (p. 2).
2. In the definition of marketing channels given, what is the significance of the term “interdependent?” (p. 3).
3. What are some supply and demand-side factors that are served by marketing channels? (pp. 4-9).

Chapter 2: An Analytic Framework for Channel Design and Implementation

1. What are some criteria for setting up meaningful segments? Why are these criteria important? (pp. 31-32).
2. What are some issues in channel design and implementation, and why is each one important? (pp. 29-38).

Chapter 5: Supply-Side Channel Analysis: Channel Structure and Membership Issues

1. What are some issues in deciding whether intermediaries should be used at all? (pp. 111-114).
2. What is the significance of *reciprocal piggybacking*? (p. 119).
3. What are some circumstances that favor a single and dual distribution system, respectively? (pp. 121-124).

Chapter 6: Gap Analysis

1. Within the context of environmental bounds, what are some types of government regulation that make distribution difficult and may thus introduce service gaps? (pp. 130-133).
2. How does the gap analysis template work, and what is its significance? (pp. 153-155).

Chapter 7: Vertical Integration: Owning the Channel

1. What are some reasons for outsourcing distribution, and what is the significance of each? (pp. 169-173).

2. How can vertical integration be used to cope with environmental uncertainty? In this context, what would be some specific objectives of this integration? Hint: What role, if any, does cost play here? (pp. 185-187).
3. What is the significance of performance ambiguity, and how might vertical integration be useful here? (pp. 187-190).

Chapter 8: Channel Power: Getting It, Using It, Keeping It

1. How can proxy indicators be used to measure power, and why would one want to this (as opposed to measuring power directly)? (pp. 205-206).

Chapter 9: Managing Conflict to Increase Channel Coordination

1. How might one approach the measurement of conflict, and why is this useful? (Please be specific on the second point). (pp. 239-240).
2. What are some major sources of conflict, and what is the significance of each? (pp. 246-250).

Chapter 10: Channel Implementation Issues Regarding Distribution Intensity and Vertical Restraints [quite a mouthful!]

1. How are downstream channel members likely to see intensive distribution, and what are the likely consequences of this? (pp. 280-284).
2. What are some strategies that may be used to sustain intensive distribution? (pp. 284-285).
3. What are some ways of reducing costs and raising sales? (pp. 303-306).
4. In an intensive distribution setting, how can the benefits of exclusivity be simulated? (pp. 306-308).

Chapter 11: Strategic Alliances in Distribution

No specific questions from the text.

Chapter 12: Legal Constraints on Marketing Channel Policies

1. What arguments that have been made in favor of retail price maintenance (RPM)? (p. 355).
2. Within the context of RPM, what is the significant factor in the case of *Monsanto Company v. Spray-Rite* that led the court to find Monsanto in violation? (p. 355).
3. What are some arguments against RPM? (p. 356).
4. What are some defenses against charges of price discrimination by sellers? (p. 360).

Chapter 13: Retailing

1. How do margin goals work, and what is their significance? (pp. 395-398).
2. What are some reasons why retailers have become relatively more powerful, how does this power manifest itself, and what is its significance? (pp. 406-413).

Chapter 14: Nonstore Retailing and Electronic Channels

1. What are some interesting characteristics of mail order shoppers identified in the study described on pp. 439-440? You are not expected to memorize each, but you should be able, on the exam, to discuss the relevance to at least three findings to a firm of your choice.

2. What are some risks and costs associated with catalog marketing? How would you say these compare to those associated with conventional retailing? (pp. 439-442).
3. What are some services that electronic retailers may be better able to offer than other retailers, and what is the significance of each? (pp. 455-458).
4. How do promotional expenses seem to compare between conventional and electronic retailers? How are these differences explained? (pp. 460).
5. What has been the effect of e-commerce on negotiation? (pp. 460-461).