

**SOAL WAJIB**

**Soal Wajib 1**

- A. Jelaskan apa yang dimaksud dengan Marketing Channel. Siapa saja pihak yang terlibat dalam Marketing Channel disebut sebagai asset strategis bagi perusahaan (terutama perusahaan infrastruktur). Jelaskan pula maksud dari pernyataan ini disertai dengan contoh: “Keberadaan marketing channel disebabkan oleh demand side factors dan supply side factors.” (10 point)
- B. Jelaskan yang dimaksud dengan service output. Jelaskan pula apa yang dimaksud dengan Service Output Demand (SOD) dan Service Output Supply (SOS). Jelaskan pula Marketing Flows dalam Supply Side Channel Analysis. “We can eliminate the channel member but not the flow”, setujukah anda dengan pernyataan ini. Jelaskan argumentasi anda. (15 point)

**Soal Wajib 2**

- A. Buatlah analisis gap dalam distribusi pemasaran yakni demand-side gap dan supply-side gap analysis dengan menggunakan template (table 1 & 2) yang ada dibawah ini dengan menggunakan contoh/ilustrasi salah satu produk laptop merek tertentu (15 point).
- B. Pada saat kapan supply-side gap dapat mempengaruhi secara langsung demang-side gap atau sebaliknya demang-side gap dapat mempengaruhi secara langsung supply-side gap dan pada saat kapan masing-masing gap tersebut berdiri sendiri, berikan masing-masing contohnya (10 point).

**Table 1. Demand-Side Gap Analysis Template**

	Service Output Level Demanded (SOD) Versus Service Output Level Supplied (SOS)						
Segment Name /Descriptor	Bulk Breaking	Spatial Convenience	Delivery / Waiting Time	Assortment / Variety	Customer Service	Information Provision	Major Channel For this Segment
1.							
2.							
3.							

Table 2. Supply-Side Gap Analysis Template

(to be used in conjunction with Demand-Side Gap Analysis Template – dalam table 1)

Channel [Targeting which segment(s)?]	Channel members and flows they perform	Environmental/ Managerial bounds	Supply-side Gaps [Affecting which flow(s)?]	Planned techniques for closing gaps	Do/did actions create other gaps?
1.					
2.					
3.					

Soal 3

- a. Jelaskan lima sumber channel power (10 point).
- b. Bacalah dengan baik kasus terlampir. Berdasarkan kasus singkat tersebut, jawablah pertanyaan berikut ini (15 point):
  - Jenis Channel power yang manakah yang digunakan oleh Walmart dalam kasus tsb?
  - Konsekuensi apakah yang dihadapi Walmart dengan menggunakan strategi yang diuraikan dalam kasus?
  - Conflict apakah yang terjadi antara Walmart dan Green Day?
  - Saran apakah yang dapat Anda berikan untuk Walmart dalam berhadapan dengan artis seperti Green Day?

Soal Pilihan

Pilihlah salah satu soal saja dari tiga soal pilihan berikut ini:

Soal Pilihan 1

- a. Jelaskan apa yang dimaksud dengan demand-side gap dan supply-side gap. Jelaskan pula apa yang dimaksud dengan  $SOS=SOD$ ,  $SOS>SOD$  dan  $SOS<SOD$  dalam demand-side gap analysis. (15 point)
- b. Apakah yang dimaksud dengan zero-based channel? Jika tidak terjadi gap atau  $SOS=SOD$  apakah sudah tercapai zero-based channel. Jelaskan pendapat anda. (10 point).

Soal Pilihan 2

- a. Jelaskan apa yang dimaksud dengan reverse logistic? Mengapa hal ini penting bagi perusahaan? Jelaskan bagaimana melaksanakan manajemen distribusi terkait dengan pengelolaan barang retur. Bila perlu jelaskan dengan contoh atau ilustrasi. (15 point)

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- b. Dalam saluran pemasaran dikenal dengan kekuatan saluran atau channel power. Apakah yang dimaksud dengan channel power? Apakah yang sebaiknya dilakukan oleh upstream jika downstream memiliki power yang lebih besar? Perlukah supplier (produsen) bekerjasama dengan intermediaries/downstream tersebut? Begitu juga sebaliknya jika upstream memiliki power yang lebih besar? Perlukah intermediaries/downstream bekerjasama dengan supplier (produsen) tersebut? Jelaskan pendapat saudara. (10 point)

**Soal Pilihan 3**

- a. Salah satu konflik yang dapat timbul dalam saluran pemasaran adalah munculnya saluran yang tidak diinginkan seperti gray market. Jelaskan apa yang dimaksud dengan gray market serta sebutkan pihak-pihak yang dapat menjadi produsen (supplier) maupun intermediaries dalam gray market tersebut. Jelaskan pula beberapa cara yang dapat ditempuh untuk menyelesaikan konflik pada saluran pemasaran. (15 point)
- b. Jelaskan dalam kondisi seperti apa supplier atau produsen lebih bertoleransi kepada gray market. (10 point)

## **Lampiran Soal**

### **Green Day lashes out at Wal-Mart Policy**

21 May 2009

Green Day has the most popular CD in the country, but you won't be able to find it at your local Wal-Mart.

The band says the giant superstore chain refused to stock its latest CD, "21st Century Breakdown," because Wal-Mart wanted the album edited for language and content, and they refused.

"Wal-Mart's become the biggest retail outlet in the country, but they won't carry our record because they wanted us to censor it," frontman Billie Joe Armstrong said in a recent interview.

While Wal-Mart sells CDs from acts known for raunchy content, including Eminem's latest, they offer customers the "clean" version of those CDs, which are edited for content that may be objectionable. But in Armstrong's view, "There's nothing dirty about our record."

"They want artists to censor their records in order to be carried in there," he said. "We just said no. We've never done it before. You feel like you're in 1953 or something."

"21st Century Breakdown," on Warner Bros.' Reprise Records, contains curses and some references considered adult.

Wal-Mart said that it's the company's long-standing policy not to stock any CD with a parental advisory sticker.

"As with all music, it is up to the artist or label to decide if they want to market different variations of an album to sell, including a version that would remove a PA rating," Wal-Mart spokeswoman Melissa O'Brien said. "The label and artist in this case have decided not to do so, so we unfortunately can not offer the CD."

But bassist Mike Dirnt said: "As the biggest record store in the America, they should probably have an obligation to sell people the correct art."

Not being sold at Wal-Mart didn't stop the band -- which kicks off a U.S. tour summer tour in Seattle on July 3 -- from landing at the top of the album charts this week. "21st Century Breakdown" sold about 215,000 copies since it's debut on Friday.

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The album is the follow-up to their multiplatinum, Grammy-winning CD "American Idiot," and like that album, deals with weighty topics. While "American Idiot" spoke to the frustration over the presidency of George W. Bush and the Iraq War, this CD speaks to the loss of innocence and confusion in today's society.

While Armstrong, Dirnt and drummer Tre Cool are still top-sellers without Wal-Mart, Armstrong said the store's policy is disappointing, considering it has become the dominant seller of CDs with the decline of traditional music stores.

"If you think about bands that are struggling or smaller than Green Day ... to think that to get record your out in places like that, but they won't carry it because of the content and you have to censor yourself," he said. "I mean, what does that say to a young kid whose trying to speak his mind making a record for the first time? It's like a game that you have to play. You have to refuse to play it."

Sumber: <http://mog.com/Groon/blog/1317781>