



Centre for Open and Distance Learning(CODL) Tezpur University

DRM 104

ASSIGNMENTS

1. Take a product, say a manufactured goods. Explore and explain the channel through which it reaches you. Define and describe each stop. *(Please do not imagine the channel, which will fetch zero score)* **15**
2. Now if you buy the same product through the e marketing portals (like Flipkart, Amazon etc.) what are the most striking differences you would notice? Explain please. **15**