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| **SESSION** | **AUG/SEPTEMBER2023** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **III** |
| **COURSE CODE & NAME** | **DMKT301 SALES DISTRIBUTION &SUPPLY CHAIN MANAGEMENT** |
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**Assignment Set – 1**

**1. What is sales Management. Explain its features 2+8**

**Ans 1.**

Sales management is a multifaceted discipline that focuses on the practical application of sales techniques and the management of a firm's sales operations. It's an important business function as it deals directly with revenue generation. Understanding the features of sales management is crucial for any organization looking to improve its sales performance and achieve its business objectives.

**1. Strategic Planning**

One of the primary features of sales management is strategic planning. This involves setting

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**2. Write Short notes on**

**a. ERP**

**b. Channel Evaluation**

**Ans 2.**

Enterprise Resource Planning (ERP) and Channel Evaluation are two crucial concepts in the realm of business management and operations. Each plays a significant role in enhancing efficiency, decision-making, and strategic planning within organizations.

**a. Enterprise Resource Planning (ERP)**

ERP stands for Enterprise Resource Planning. It is an integrated software system used by

**3. Explain different forms of retail format 10**

**Ans 3.**

Retail formats encompass various forms and structures of retail businesses, each tailored to specific market needs, customer preferences, and business models. In this exploration of different retail formats, we will delve into some of the most common and innovative types.

**Traditional Brick-and-Mortar Stores**

Brick-and-mortar stores are the oldest and most traditional form of retail. These physical

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**Assignment Set – 2**

**4. What is Vertical market system? Explain its components. 2+8**

**Ans 4.**

**Vertical market system**

A vertical market system is a specialized form of supply chain management that is tailored to meet the needs of a specific industry or niche market. Unlike horizontal market systems, which cater to a broad range of industries with a wide variety of products and services, vertical market systems focus on serving the unique requirements of a particular sector. This

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**5. Explain the limitations of benchmarking 2+8**

**Ans 5.**

Benchmarking, a vital tool in business management, involves comparing one's business processes and performance metrics to industry best practices from other companies. While it's an effective way to identify areas of improvement, understand industry standards, and gain a competitive edge, it's essential to recognize that benchmarking also has its limitations.

**1. Misalignment of Goals and Context**

One primary limitation of benchmarking is the potential misalignment between the goals and

**6. What are the tools of inventory Management? Explain any 2 of them. 2+8**

**Ans 6.**

Inventory management is an essential aspect of any business that deals with goods and products. It involves the oversight of non-capitalized assets (inventory) and stock items. Effective inventory management is crucial for ensuring a business has enough stock on hand to meet customer demand while minimizing excess supply. Among the various tools and techniques used for inventory management, two significant ones are the Just-in-Time (JIT)