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| **SESSION** | **FEBRUARY - MARCH 2024** |
| **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 importance**

**Ans 1.**

**Definition of Sales Management**

Sales management is a business discipline focused on the practical application of sales techniques and the management of a firm's sales operations. It involves the planning, organizing, directing, and controlling of sales force resources and activities toward achieving the set business objectives. This function ensures that the sales strategy aligns with the business goals and is effectively executed by the sales team.

**Importance of Sales Management**

**Achieving Sales Targets** Sales management is critical for achieving predetermined sales

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**2. Write Short notes on**

**a. Role of sales manager**

**b. Future of e commerce**

**Ans 2.**

**a. Role of a Sales Manager**

The role of a sales manager is pivotal in the structure of any business that relies on sales for success. A sales manager is primarily responsible for leading and guiding a team of salespeople to meet or exceed sales objectives. This role involves a combination of strategic planning, team management, and operational execution. Sales managers set sales goals based on the overall objectives of the company, developing strategies and tactics to achieve these goals. They are also involved in recruiting, training, and mentoring sales staff, providing

**3. Explain different types of Wholesalers**

**Ans 3.**

**Different Types of Wholesalers**

Wholesalers play a crucial role in the distribution chain by acting as intermediaries between manufacturers and retailers or other businesses. They purchase goods in large quantities and distribute them in smaller lots, helping to maintain the flow of goods in various markets. Understanding the different types of wholesalers can help businesses choose the right channels for their products.

**Merchant Wholesalers**

Merchant wholesalers are the most common type of wholesalers. They independently own

**Assignment Set – 2**

**4. What is Horizontal market system? Explain its components.**

**Ans 4.**

**Definition of Horizontal Marketing System**

A horizontal marketing system is a collaborative strategy where companies at the same level of the market join forces to exploit a new opportunity. This collaboration can occur between two or more companies that operate in the same business area but may not necessarily be in direct competition with each other. By pooling their resources, expertise, and market presence, these companies can achieve more than they could individually, such as expanding

**5. Explain the forms of supply chain**

**Ans 5.**

**Forms of Supply Chain**

The structure and dynamics of supply chains can vary significantly, with each form designed to meet specific business needs and market demands. Understanding the different forms of supply chains is crucial for companies to optimize their operations, reduce costs, and enhance customer satisfaction. Below are the main forms of supply chains:

**1. Direct Supply Chain**

A direct supply chain is the simplest form, involving a direct transaction between the supplier

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

**Ans 6.**

**Tools of Inventory Management**

Inventory management is essential for optimizing the use and availability of products in various industries, ensuring that inventory levels are maintained efficiently to meet customer demands without incurring unnecessary costs. Various tools and techniques are used to achieve effective inventory management. Below, we explore the broad categories of these tools and provide detailed explanations of two specific tools: Economic Order Quantity