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| **SESSION** | **JUL-AUG 2024** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **III** |
| **COURSE CODE & NAME** | **DMKT301 SALES DISTRIBUTION AND SUPPLY CHAIN MANAGEMENT** |
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**Assignment Set – 1**

**1. What is sales Management. List its importance.**

**Ans 1.**

**Sales Management and Its Importance**

Sales management is the process of planning, organizing, directing, and controlling the activities of a sales force to achieve specific sales objectives. It involves strategies and operations designed to maximize sales revenue, improve customer satisfaction, and ensure the sustainability of business growth. Sales management is a crucial function within any organization that offers products or services, as it bridges the gap between the company's offerings and the market demand.

The sales management process typically encompasses three main aspects: **sales operations**,

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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**

A sales manager plays a pivotal role in an organization, serving as the bridge between the company’s strategic goals and the sales team’s execution. Their primary responsibility is to lead, motivate, and guide the sales team to achieve or exceed sales targets. They develop sales plans and strategies based on market analysis, competitor activity, and organizational objectives. This ensures that the sales team operates efficiently and aligns with the company’s vision.

One of the key roles of a sales manager is performance management. They set realistic sales

**3. List the different types of Wholesalers**

**Ans 3.**

**Different Types of Wholesalers**

Wholesalers are intermediaries in the distribution channel who purchase goods in bulk from manufacturers and sell them in smaller quantities to retailers, industrial users, or other businesses. They play a crucial role in the supply chain by bridging the gap between production and consumption. Depending on the nature of their operations, services, and customer focus, wholesalers can be classified into the following types:

**1. Merchant Wholesalers**

Merchant wholesalers are independent businesses that buy goods in bulk and resell them at a

**Assignment Set – 2**

**4. What is the Horizontal market system? List its components.**

**Ans 4.**

**Horizontal Market System and Its Components**

A **horizontal market system** refers to a distribution strategy where businesses at the same level of the supply chain collaborate or integrate to achieve common objectives. Unlike vertical market systems, which emphasize control across different stages of production and distribution, horizontal systems focus on partnerships among entities operating at the same level in the supply chain, such as multiple wholesalers, retailers, or manufacturers. This

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

**Ans 5.**

**Forms of Supply Chain**

A supply chain represents the interconnected network of organizations, people, activities, information, and resources involved in producing and delivering a product or service from suppliers to end consumers. The structure and operations of a supply chain can vary based on the industry, market requirements, and business goals. Broadly, the forms of supply chain can be classified into the following categories:

**1. Traditional Supply Chain**

The traditional supply chain follows a linear and sequential model where goods flow from

**6. What are the tools of inventory Management? (No Explanation) (You can define or give meaning of Inventory management)**

**Ans 6.**

Inventory management refers to the systematic approach of ordering, storing, and using a company’s inventory, including raw materials, components, and finished goods. It plays a crucial role in ensuring that the right amount of inventory is available at the right time to meet customer demand while minimizing costs associated with overstocking or understocking. Effective inventory management helps businesses optimize their supply chain,