**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**DMKT301 SALES DISTRIBUTION & SUPPLY CHAINMANAGEMENT**

**Assignment Set – 1**

**1. Define Sales Management? What are its objectives?**

**Ans:** In the words of Rachman and Romano, "Sales Management includes recruiting, selecting, training, supervising, motivating and evaluating the salesforce."

According to B.R. Canfield, "Sales Management involves the direction and control of salesmen, sales planning, budgeting, Its Half solved only

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**2. Write Short notes on**

**A. Channel Motivation**

**Ans:** It has been proven time and again that increased motivation leads to improved performance. When you prove to the channel how much you value them, you are rewarded in the form of higher productivity, increased sales, and greater end-user satisfaction.

Distributors need constant suppor

**3. Wholesalers confront many problems. Justify the statement.**

**Ans:** The wholesale industry has played an important role in the distribution chain for more than a century. However, as many wholesalers struggle to keep their market share, the stakes are getting higher. Several of the

**Assignment Set – 2**

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

**Ans:** A Vertical Marketing System (VMS) is made up of the key distribution channel partners, such as the manufacturer, wholesaler, and retailer, who work together as a single entity to meet the customers’ needs. In the

**5. What is demand planning? Explain its types**

**Ans: Demand Planning** is defined “as the practice of creating forecasts that predict the future need for the products. This demand might be external—in the form of customer orders or projections from marketing—

**6. Write short notes on the following w.r.t. Supply chain management**

**A. Push approach**

**Ans: Push Approach:** The real demand decides the inventory to be produced in the push model. As a result, it is focused on the individual customer and employs a marketing strategy.

To begin, when I use the term “supply chain," I mean the process of transforming raw materials into a product and