**SESSION AUG/SEPT 2022**

**PROGRAM MASTER OF BUSINESS ADMINISTRATION (MBA)**

**SEMESTER III**

**COURSE CODE &amp; NAME DMKT301 SALES DISTRIBUTION &amp; SUPPLY CHAIN MANAGEMENT**

**Assignment Set – 1**

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

**Ans: DEFINITIONS OF SALES MANAGEMENT:**

In the words of Rachman and Romano, "Sales Management includes recruiting, selecting, training, supervising, motivating and evaluating the sales force."

According to B.R. Canfield, "Sales Management involves the direction and control of salesmen, sales planning,

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**2. Write Short notes on**

**A. Role of e commerce in selling**

**Ans:** The word e-commerce is a bubbling term in today’s business era. It refers to the use of digital technology to advertise and sell your products or services. There are many types of ecommerce applications like B2B, B2C, one-to-one, mobility, etc. The implementation of ecommerce across the world enhances the speed and accessibility of any product at any time as per the customer’s

**3. Explain different types of retailers.**

**Ans:**

**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 traditional marketing structure, the manufacturer, wholesaler, and retailer all worked independently to maximise

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

**Ans:** The Supply Chain Management (SCM) is the management of procedures that includes acquisitions of production ingredients, converting the same into final product, and delivery to the final customers. It also includes the operative plan of delivery, sideward actions of business to increase the growth in customer appraisal and earning comprehensive competition benefits in

**6. What are the tools of inventory Management? Explain any 3 of them.**

**Ans:** Inventory management tools help to reduce inventory, ensure smooth flow along the supply chain, and optimises cost.

**Some popular tools of inventory management are as below.**

Mrp-Materials Requirement Planning MRP stands for Materials Requirement Planning, and it is a computer software that determines the number and kind of inventory items needed for manufacturing or sourcing to fulfill the Master Production Schedule (MPS). It’s an important feeder to the production