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| **SESSION** | **FEB - MARCH 2025** |
| **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**

**Q1. Discuss the nature of sales management. Explain the various objectives of personal selling. 5+5**

**Ans 1.**

**Nature of Sales Management**

Sales management refers to the planning, direction, and control of an organization’s sales activities. It encompasses recruiting, training, supervising, and motivating the sales force, as well as developing strategies to meet sales targets. Sales management is crucial for driving business growth, enhancing customer relationships, and ensuring profitability. It blends strategic planning with real-time decision-making, focusing on achieving consistent sales

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**Q2. Write a short note on:**

**a. Characteristics of Relationship Marketing**

**b. Five Drivers of Supply Chain 5+5**

**Characteristics of Relationship Marketing**

Relationship marketing is a long-term strategy that focuses on building and nurturing strong, lasting connections with customers rather than concentrating on individual sales. This approach emphasizes customer satisfaction, loyalty, and retention, aiming to transform one-time buyers into repeat customers.

A key characteristic of relationship marketing is customer-centricity. This approach places the customer at the core of all marketing decisions. The goal is to understand customer needs and

**Q3. Describe the strategic issues in wholesaling. Elucidate the essential features of retailing. 5+5**

**Ans 3.**

**Strategic Issues in Wholesaling**

**Wholesaling** it involves the sale of goods in large quantities to retailers, industrial buyers, or other wholesalers rather than to end consumers. Wholesalers act as intermediaries between manufacturers and retailers, playing a vital role in the distribution channel.

**Market Coverage** It is a major strategic issue in wholesaling. Wholesalers must determine the extent of their geographical reach and the customer segments they want to serve. Expanding

**Assignment Set – 2**

**Q4. Highlight the various advantages and disadvantages of demand planning. Write in brief the concept of ERP in SCM. 7+3**

**Advantages of Demand Planning**

**Improved Forecast Accuracy**

It is one of the primary benefits of demand planning. By analyzing historical data, market trends, and customer behavior, businesses can make more accurate sales forecasts. This reduces uncertainty and enables better planning across the supply chain.

**Optimized inventory management**

It results from effective demand planning. Companies can maintain the right stock levels—

**Q5. Differentiate between:**

**a. Cycle inventory and Safety inventory**

**b. Warehousing and Packaging 4+6**

**Ans 5.**

**Cycle Inventory**

it refers to the portion of inventory that a business regularly uses or sells over a given period during its normal operations. It is also called working stock and represents the typical stock kept to meet expected demand between two replenishment cycles. Cycle inventory is directly influenced by order quantity, order frequency, and lead time. Businesses aim to maintain an

**Q6. Describe the maturity phase of benchmarking process. Explain the concept of green supply chain management. 3+7**

**Ans 6.**

**Maturity Phase of Benchmarking**

it is the final stage in the benchmarking process where the organization has fully implemented the best practices identified through benchmarking and begins to experience significant improvements. At this stage, benchmarking becomes a continuous and embedded part of the company’s culture and strategic planning.

During the maturity phase, companies have already analyzed performance gaps, implemented