

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

December, 2013

**MTM-07 : MANAGING SALES AND
PROMOTION IN TOURISM**

Time : 3 hours

Maximum Marks : 100

*Note : Attempt any five questions in about 600 words each.
All questions carry equal marks.*

1. Define selling in tourism. How has internet influenced tourism selling ? 20
2. What do you mean by direct sales ? Discuss the qualities of a good salesperson. 20
3. What do you understand by sales resistance ? How can you effectively meet sales resistance ? 20
4. How does body language effect a presentation ? Explain the impact of voice in a presentation. 20
5. Write short note on any two of the following in about 300 words each : 10+10=20
 - (a) Sales displays
 - (b) Negotiation strategies
 - (c) Communication skills

6. Explain the basic responsibilities of a salesperson. Why the motivation of salesforce is considered a challenging task ? 20
 7. What is the purpose of a sales organisation ? Explain the line sales organisation. 20
 8. What do you understand by sales quotas ? Explain the principle purpose of sales quotas. 20
 9. What is promotion ? What are the various elements of promotional mix ? 20
 10. What do you understand by media objectives ? Outline the major considerations in media selection. 20
-