

01179  
MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

December, 2012

MTM-07 : MANAGING SALES AND  
PROMOTION IN TOURISM

Time : 3 hours

Maximum Marks : 100

Note : Answer *any five* questions in about 600 words each.

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1. Explain the process of formulating sales strategies in tourism business. 20
2. What are the reasons behind the growing importance of personal selling ? Explain with examples from the tourism industry. 20
3. Explain the steps involved in the process of Negotiation to close a sales deal. 20
4. "Sales Display plays a very important role in Retail Selling." Comment with examples from the Tourism Industry 20

5. Write short notes on *any two* of the following.
- (a) Principles of Effective Presentation **10x2=20**
  - (b) Methods of Sales Control
  - (c) AIDAS Theory
6. What do you understand by Sales Forecasting ?  
What role does sales budgeting play in sales forecasting? **10+10=20**
7. Define Sales Promotion. What are the methods of Sales Promotion ? **5+15=20**
8. What are the important elements to consider while creating a Print Media Advertisement ? Explain with examples from the Tourism Industry. **20**
9. What is the purpose of Sales Training Programme ? How does this help in designing sales territories. **10+10=20**
10. What is the role of post-Testing for Advertisement Evaluation ? Also mention the types of post-testing techniques. **6+14=20**
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