

**M.Sc. IN HOSPITALITY ADMINISTRATION  
(MHA)**

**Term-End Examination**

00491

December, 2014

**MHA-09 : SALES MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** Answer any **five** questions. All questions carry equal marks.

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1. Explain with the help of examples how personal selling is used effectively in diverse sales situations. 20
2. Write a note on the strategies needed for planning a successful sales presentation. 20
3. What is the role of sales display in Retail Communication ? Explain with suitable examples how sales display can be used as an effective marketing and sales tool. 6+14=20
4. Discuss the effectiveness of computerization in Sales Management with suitable examples from the Hospitality Industry. 20

5. Write short notes on any **two** of the following : 2×10=20
- (a) Advantages of Advertising
  - (b) Non Verbal Communication
  - (c) Negotiation Strategies
6. What are the methods commonly used for identifying employees' training needs ? How does a trainer design and conduct training programmes based on these needs ? 10+10=20
7. Write a note on the process of Performance Appraisal and evaluation of Sales Personnel. 10+10=20
8. What do you understand by Sales Territories ? What are the steps in Territory Planning ? Explain with suitable examples. 10+10=20
9. Discuss the need of Sales Budgeting. Also explain the preparation of Sales Budget with the help of suitable examples. 10+10=20
10. Write short notes on any **two** of the following : 2×10=20
- (a) Differentiate between Recruitment, Selection and Induction Process
  - (b) Control System in Sales Planning
  - (c) Compensation Package as motivation for Salesforce
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