

00202 **M.Sc. IN HOSPITALITY ADMINISTRATION  
(MHA)**

**Term-End Examination**

**December, 2015**

**MHA-09 : SALES MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Enumerate the personal selling situations commonly observed. Illustrate with example, the personal selling situations observed in Hospitality Industry. **20**
  2. Discuss the importance and role of computerisation in Sales Management. Substantiate your answer with suitable examples. **20**
  3. Write a detailed note on Non-verbal Communication and its role in interpersonal communication process. **20**
  4. What is a Sales Presentation ? What is the structure of a successful Sales Presentation ? Describe. **20**

5. Write short notes on **any two** : **10x2=20**
- (a) Managing Retail Displays
  - (b) Negotiation Skills
  - (c) Theories of Selling
6. What are the methods and processes of identifying training needs ? Explain with the help of suitable examples. **20**
7. Discuss the basic issues involved in all performance evaluation systems for salesforce with relevant examples. **20**
8. What is meant by Sales Quota ? How are quotas set ? What are the attributes of a good sales quota plan ? **20**
9. Discuss the steps and approaches in territory planning and design. **20**
10. Write short notes on **any two** of the following :
- (a) Role of the Sale Executive **10x2=20**
  - (b) Preparation of Sales Budget
  - (c) Recruitment Process
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