

**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

December, 2015

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

Time : 3 hours

Maximum Marks : 100

*Note : (i) Attempt **any five** questions.*

*(ii) All questions carry **equal** marks.*

1. "In selling tourism services a lot of imagination and creativity is required as it involves selling a perishable and intangible product to the consumer." Analyse the statement with suitable examples from tourism industry. 20
2. Explain the nature and type of activities involved in personal selling. Substantiate your answer with examples from tourism industry. 20
3. Write a note upon communication skills required by a salesperson in travel and tourism industry and also comment how each of these help in making sales more effective. 20
4. Discuss the issues related to sales force management in tourism and also explain the motivational techniques used for sales force. 20

5. Write short notes on **any two** of the following in about **300** words each : **10+10=20**
- (a) Sales Forecasting
 - (b) Sales Quotas
 - (c) Sales Control
6. Describe the marketing communication process. **20**
What are the various elements of promotional mix ? Discuss with examples.
7. What do you mean by Decision Sequence Analysis of Promotional Strategy ? Discuss the same in relation to tourism organisations. **20**
8. Write short notes on **any two** of the following in about **300** words each : **10+10=20**
- (a) Organising Consumer Schemes in tourism
 - (b) Types of Consumer Promotion
 - (c) Managing Trade Promotions
9. Critically analyse the role of advertising agency in promotion of tourism products. **20**
10. Write an essay on media planning and selection process. What are the major considerations in media selection for promotion of a tourism product ? **20**
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