

03463

**MASTER OF ARTS IN TOURISM
MANAGEMENT (MTM)**

Term-End Examination

December, 2016

**MTM-007 : MANAGING SALES AND
PROMOTION IN TOURISM**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions, each question carries 20 marks.

1. What is sales management ? Discuss the changes and growth of sales management that has witnessed over last few decades.
2. Define personal selling. Discuss various theories of personal selling.
3. Write a descriptive note on :
 - Presentation and communication skills; and
 - Sales job analysis
4. Elaborate the marketing communication process. Also discuss its role in tourism industry.
5. What are selling skills ? How would you develop personal selling skills in a tourism industry organisation ?
6. Elaborate various methods of sales control.

7. Define public relations. Discuss process of public relations in tourism. How does public relation help in tourism business ?
 8. What are media strategies ? How would you develop media strategies especially for international tourism promotion ?
 9. What is an advertising agency ? Discuss its functions and structure at National Level.
 10. Write a descriptive note on :
 - Channel of distribution in tourism industry.
 - Sales programme planning and productivity.
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