

60210

**MASTER OF ARTS
(TOURISM MANAGEMENT) (MTM)/MASTER
OF TOURISM AND TRAVEL MANAGEMENT
(MTTM)**

Term-End Examination

December, 2017

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

Time : 3 hours

Maximum Marks : 100

*Note : Answer any five questions in about 600 words each.
All questions carry equal marks.*

1. Discuss the various theories of selling. Justify their relevance. 20
2. "To make effective presentation, it is necessary to plan its strategy". Discuss important variables to be considered in developing strategy for a presentation. 20
3. Discuss types of advertising evaluation. Which one would you like to recommend for evaluation of any tourism and hospitality advertising campaign ? 20
4. Design an advertisement of wild life for print media. Assume all necessary details. 20

5. Discuss Advertising media selection techniques. Which one would you recommend and why ? 20
6. Define Sales Promotion. Discuss objectives of sales promotion. 20
7. What is marketing communication ? Discuss its occurrence and the sources of misunderstanding that may thwart the process. 20
8. What is Sales Control ? Discuss different methods of sales control. 20
9. Write short note on any two in about 300 words each : 10+10=20
- (a) Non-Verbal behaviour
 - (b) AIDAS theory of selling
 - (c) Sales organization
10. Explain the following in brief : 5x4=20
- (a) Territory
 - (b) Negotiation
 - (c) Merchandising
 - (d) Aerial Advertising
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