

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

**Term-End Examination**

**December, 2018**

00374

**MHA-09 : SALES MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. Describe the process of sales strategy formulation. Explain with the help of suitable examples from the hospitality industry. 20
2. Enumerate the qualities of a good sales personnel. Also mention the scope of personal selling activities in the hospitality industry. 20
3. Write a detailed note on the importance and application of computerisation and information technology on sales management. Substantiate your answer with suitable examples from the hospitality industry. 20
4. What do you understand by sales presentation ? List and explain presentation skills that help in making an effective presentation. 20

5. Write short notes on any **two** of the following : 2×10=20
- (a) Communication Process
  - (b) AIDAS Theory of Selling
  - (c) Sales Display in Hospitality
6. Differentiate between Recruitment and Selection process. What are the sources of recruitment in the hospitality industry ? 20
7. What are the different compensation packages available to sales personnel ? How are these compensation packages designed ? 20
8. What is sales control system ? What are the purposes and methods of sales control ? 20
9. Discuss the need of Sales Budgeting. Also explain the preparation of a Sales Budget, with the help of suitable examples. 20
10. Write short notes on any **two** of the following : 2×10=20
- (a) Negotiation Strategies
  - (b) Sales Territory Planning
  - (c) Methods of Training
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