

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

**Term-End Examination**

**02724**

**December, 2018**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Define Sales Management. What are the main objectives of sales ? Also illustrate the importance of sales management. 5+5+10=20
  
2. Elaborate the process of determining the size and type of salesforces needed in tourism industry. 20
  
3. What are the various selling skills in tourism ? Discuss how one can improve selling skills in tourism. 20
  
4. Describe the various theories of selling. 20

5. Write a descriptive note on Sales Management Audit and Methods of Sales Control. *10+10=20*
  
  6. Explain the need, importance and process of media planning in tourism business. *20*
  
  7. What is a sales budget ? Discuss the need and process for designing a sales budget. *10+10=20*
  
  8. "Over the years the nature and importance of distribution channels in tourism industry have been changed." Justify the statement. *20*
  
  9. What is advertising ? Illustrate the various approaches used to measure effectiveness of advertising in tourism. *10+10=20*
  
  10. Write a descriptive note on International Media Strategy and Managing Sales Force Promotions. *10+10=20*
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