

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

**Term-End Examination**

**February, 2021**

**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. What is Sales Management ? Discuss its importance in Tourism. 20
2. Define Personal Selling. Explain its objectives and process. 20
3. Elaborate sales display in tourism. 20
4. Discuss the need, process and importance of Salesforce Management. 20

5. Write a note on Sales process, Selling skills. 20
  6. Describe advertising effectiveness in tourism. 20
  7. Explain the process, types of media planning in tourism. 20
  8. What are the various methods of measuring sales promotion ? 20
  9. Write a note on Sales Quota and Sales Forecasting. 20
  10. What is Sales Organisation ? Discuss basic types of organisation structure and its importance. 20
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