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MHA-9

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

**Term-End Examination
December, 2023**

MHA-9 : SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

1. What do you understand by sales management ? Discuss its scope in hospitality and elaborate upon formulation of sales strategy. 20

2. Writes notes on the following : 10+10
 - (a) Personal selling and situations conducive for Personal selling
 - (b) Qualities of a good sales personnel

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3. What do you understand by communication skills ? Enumerate upon various types of communication skills required in hotel sales. 20
4. Discuss the significance of sales presentation. Elaborate upon its types, structure, strategy and skills for making effective sales presentation. 20
5. Anurag is an aspirant for making career in hospitality sector. As a hospitality person he seeks your advice on the following : 20
 - (a) Recruitment and recruitment sources
 - (b) Selection and selection tools

You may answer the above advising Anurag in context of hospitality.
6. “The sales force of any company needs to be compensated adequately to keep its morale high and to enable it to contribute to its maximum.” Comment upon the statement and elaborate in detail about various types of compensation for sales force along with factors influencing sales force. 20

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7. Write a detailed note on sales planning. 20
8. Write a detailed note on sales forecasting and sales quotas. 20
9. Write in detail about communication mix. Discuss its relevance in context of sales management. 20
10. Writes notes on the following : 10+10
 - (a) Negotiation skills
 - (b) Training the sales force