MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTM/MTTM)

Term-End Examination December, 2023

MTTM-7: MANAGING SALES AND PROMOTION IN TOURISM

Time: 3 Hours Maximum Marks: 100

Note: (i) Attempt any **five** questions.

- (ii) All questions carry equal marks.
- What is sales management? Elaborate its need and scope in tourism industry.
- 2. What is sales negotiation? How does it differ from selling?
- 3. How does AIDAS theory differ from buying formula theory of selling? Which is best for tourism?

- 4. Write short notes on the following : $10\times2=20$
 - (a) Selling skills
 - (b) Role of a salesperson in tourism
- 5. Elaborate various promotional media tools used in Indian tourism industry. 20
- 6. Illustrate various techniques of advertising evaluation in tourism.
- 7. Write a note on Sales Control and Sales Budget. 20
- 8. What is sales quota? Describe the factors to be considered for setting sales quota.
- 9. Examine various sales forecasting procedures and methods in tourism.
- 10. Write short notes on the following: $10 \times 2 = 20$
 - (a) The image designing
 - (b) Public Relations