

MASTER OF ARTS (TOURISM MANAGEMENT)

04941

Term-End Examination

June, 2012

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

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions in about 600 words each.

1. Enumerate the selling situations where personal selling can be used. Also mention the role of personal selling in Tourism. 12+8=20

2. Explain how sales strategies are formulated. 20
Give examples from tourism business.

3. What is the importance of presentation in sales ?
Enumerate the principles of effective presentation. 8+12=20

4. Explain the process of Recruitment and Selection.
Also state the difference between Recruitment and Selection. 8+8+4=20

5. Write short notes on any two of the following :
- (a) AIDAS Theory 10x2=20
 - (b) Compensation Package
 - (c) Elements of Promotion Mix
6. What do you understand by Sales Territory?
Explain the steps in Sales Territory Planning and Management. 6+14=20
7. Explain the Marketing Communication Process. 20
8. What are the important elements to consider while creating a Print Media Advertisement. Explain with examples from Tourism. 20
9. Explain the process of media selection and scheduling, with examples from the tourism industry. 20
10. What is the need of measuring effectiveness of an advertisement ? What is the role of pre-testing for Advertisement Evaluation ? Also mention the types of pre-testing techniques. 5+5+10=20
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