

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

June, 2013

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

Time : 3 hours

Maximum Marks : 100

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

1. What do you understand by sales objectives ? 20
How can you determine the size and type of sales force needed ?

2. What do you understand by Personal selling ? 20
Discuss some situations when personal selling becomes more relevant.

3. What is Promotion mix ? State the difference 20
between advertising and personal selling.

4. Explain the types of sales presentations. What 20
are the parts of a presentation ?

5. What do you mean by sales displays ? Explain the objectives of sales displays. 20
 6. How are training needs identified ? List a few abilities of a trainer. 20
 7. What do you understand by sales management ? How is it linked to sales planning ? 20
 8. What is sales forecasting ? How can sales forecasting help an organisation ? 20
 9. What are methods of sales budgeting ? What is the need of having a flexible sales budget ? 20
 10. What is Sales Promotion ? State a few objectives of sales promotion. 20
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