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

**Term-End Examination**

**June, 2016**

**MHA-09 : SALES MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. Explain increasing preference of Personnel Selling in India in recent years. Discuss situations conducive for adopting Personal Selling Strategy. 20
2. What do you understand by 'Sales Resistance' ? Discuss how sales personnel can handle these resistances effectively with an example of a hotel room sales. 20
3. Describe the important variables which influence the development of appropriate Sales Presentation Strategies. 20
4. Write short notes on the following in about 150 words each : 5x4=20
  - (a) Levels of Oral Communication
  - (b) Importance of Sales Job Analysis
  - (c) Skills of a Trainer
  - (d) Types of Sales Report

5. Give an account of the responsibilities and activities performed by a salesman. 20
  6. Differentiate between Recruitment and Selection process. Discuss the various sources for recruiting Sales Personnel. 20
  7. Enumerate the importance and process of training Sales Personnel for a large tour operation business. 20
  8. What are the basic components of a compensation package ? Explain the criteria and factors which influences compensation scheme designs. 20
  9. Why is Salesman Performance Evaluation a complex task ? Discuss with examples the issues involved in such an evaluation process. 20
  10. Write notes on the following in about 300 words each : 10x2=20
    - (a) AIDAS Selling Theory
    - (b) Manual Vs Computerised Custom Order Processing System.
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