

01196

**MASTER OF ARTS IN TOURISM
MANAGEMENT (MTM)**

Term-End Examination

June, 2016

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions, each carries 20 marks.

1. Define sales management. How sales in tourism are different from other service industry sectors ? Also illustrate the importance of sales management.
2. Elaborate the process of sales in tourism industry. Also discuss how to improve existing sales process pattern to cope with changing competitive environment.
3. What are the various promotional strategies in tourism ? Discuss how to manage such promotional strategies and how to allocate fund for such strategies.
4. Write a descriptive note on :
 - (a) Sales management audit and
 - (b) Methods of sales control

5. Illustrate the need, importance and process of media planning in tourism.
 6. What is sales territory management ? Discuss the need for and process for designing a sales organisation.
 7. Why is customer satisfaction is important in tourism industry ? Give relevant examples.
 8. "Over the years nature and importance of distribution channels in tourism industry have changed" elaborate with the help of suitable examples from tourism industry.
 9. Define advertising. Illustrate various approaches used to measure effectiveness of advertising in tourism.
 10. Write a descriptive note on :
 - (a) International media strategy and
 - (b) Managing sales forces
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