

00470

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

Term-End Examination

June, 2017

MHA-009 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. Discuss the factors responsible for setting the interdependence of sales and distribution. 20
2. Define personal selling. Discuss the qualities of a good sales personnel. 20
3. What do you understand by non-verbal communications ? How does it help in sales interactions ? Give relevant examples from hospitality sector. 20
4. Discuss some basic principles of effective presentation. 20
5. What is significance and purpose of sales displays ? Discuss the various types of sales displays. 20

6. What are the basic components of a compensation package ? Explain the types of direct and indirect compensation packages. 20
7. What is the importance of monitoring and performance appraisal of sales force ? Mention some of the parameters used to monitor the performance of sales force. 20
8. Discuss the importance of computerisation in sales management. What are the various relevant areas where computerization can be used more effectively in hospitality sector ? 20
9. Write short notes on **any two** of the following : 2x10=20
- (a) Workload approach
 - (b) Sales Control System
 - (c) Advantages of advertising
10. Discuss in brief the stages of personal selling process. 20
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