

03567

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

Term-End Examination

June, 2017

**MTM-007/MTTM-007 : MANAGING SALES AND
PROMOTION IN TOURISM**

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) *Answer any five questions in about 600 words each.*
- (ii) *All questions carry equal marks.*
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1. Formulation of sales strategy is an important aspect of sales management. Discuss steps involved in strategy formulation process. **20**

2. Discuss the changing roles of salespersons. How has it helped in meeting the challenges of dynamics of markets ? **20**

3. Personal selling plays an important role in overall scheme of marketing. Discuss the significance and objectives of personal selling. **20**

4. Negotiation is not just stating a grievance or point of conflict, it is much more than it. Discuss with the help of suitable examples. **20**

5. Write short note on **any two** of the following in about **300** words each : 10+10
- (a) DAGMAR Approach
 - (b) Sales Management Audit
 - (c) AIDAS Theory
6. Discuss the objectives and types of displays in retail communication. 20
7. "Interview is widely used as a selection tool for sales force also." Discuss various techniques of interview. 20
8. What is a sales territory ? Discuss steps in designing and developing territory planning. 20
9. Explain the checklist used for media selection. 20
How this can be effectively used in tourism and hospitality ?
10. Explain the following in brief : 5x4=20
- (a) Advertising
 - (b) Word of Mouth
 - (c) Sales Promotion
 - (d) Otter
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