

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

Term-End Examination

June, 2018

MHA-009 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. Discuss the various theories of selling. Illustrate with examples, the theory of selling best suited for hospitality industry. 20
2. What are the different types of sales presentations ? What are the factors that help in making an effective presentation ? 20
3. Define Negotiation. Explain the steps of negotiation that are commonly followed and practiced. 20
4. Differentiate between Recruitment and Selection process. What are the selection tools commonly used in the hospitality industry ? 20

5. Write short notes on any two : 2x10=20
(a) Formulation of Sales Strategy
(b) Personal Selling
(c) Training Methods
6. What is the need of identifying Sales Territories ? 20
What are the steps and approaches in Territory Planning and Design ?
7. Evaluate the role of Sales Executive in Hospitality Sector. Substantiate your answer with suitable examples. 20
8. What is the role of Sales Display ? How will you manage displays effectively in the hospitality industry ? 20
9. How will you motivate the salesperson ? Explain with the help of suitable examples from the hospitality industry. 20
10. Write short notes on any two : 2x10=20
(a) Non Verbal Communication
(b) Performance Evaluation of a Sales Personnel
(c) Sales Budgeting methods
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