

**MASTER OF ARTS  
(TOURISM MANAGEMENT) (MTM)/MASTER  
OF TOURISM AND TRAVEL MANAGEMENT  
(MTTM)**

**Term-End Examination**

**June, 2018**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. What do you mean by Sales Management ?  
Discuss the changes and growth over the years  
in Sales Management. **10+10=20**
  
2. Write a note on formulation of Sales Strategy and  
AIDA's theory of selling. **10+10=20**
  
3. Define personnel selling. Discuss various theories  
of personnel selling. **10+10=20**
  
4. Elaborate the marketing communication process.  
Also discuss its objectives and role in tourism  
industry. **6+8+6=20**
  
5. What is a sales display ? Describe the principles  
of display design and types of displays. **6+8+6=20**

6. Elaborate various methods for attraction and selection of new sales personnel. 20
7. What is public relation? Discuss process of public relation in tourism. How does public relation help in tourism business? 5+5+10=20
8. Define media strategy. How would you develop media strategies especially for international tourism promotion in India? 10+10=20
9. What is an advertising agency? Discuss its functions and importance. 6+8+6=20
10. Write a descriptive note on :
- Channel of distribution in tourism industry. 10
  - Develop agency - client relationship and productivity. 10
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