

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

00594

Term-End Examination

June, 2019

MHA-009 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 100

*Note : (i) Attempt any five questions in about 600 words each.
(ii) All questions carry equal marks.*

1. Discuss the factors responsible for interdependence of sales and distribution. What are the key decision areas in sales management which are particularly relevant to sales strategy formulation ? 20
2. Write short notes on : 10x2=20
 - (a) AIDAS Theory
 - (b) Buying Formula Theory
3. Describe the use of computers in sales management system. Do you think computerization in the sales function can be used as a distinct competitive advantage ? Discuss with examples. 20
4. What do you understand from "Structure of a Presentation" ? Do you need it in a sales presentation ? Discuss. 20

5. Explain the significance, purpose, objectives and types of Sales Displays. 20
6. Discuss in detail the activities involved in managing the Sales Force. For travel and tourism industry, what are the recruitment sources for salesmen ? Give suitable examples. 20
7. What is the importance of training for sales personnel ? Also explain areas of sales training and methods of identifying training needs. 20
8. What specific points you would consider while territory planning for travel and tourism company ? Explain each of them briefly. 20
9. Discuss the process of developing a sales organisation. What are the factors which affect the size of a sales organisation ? 20
10. Write short notes on : 10x2=20
- (a) Preparation of Sales Budget
 - (b) Sales Forecasting
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