

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

Term-End Examination

June, 2019

04654

**MTM-07/MTTM-07 : MANAGING SALES AND
PROMOTION IN TOURISM**

Time : 3 hours

Maximum Marks : 100

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

1. Define Sales Management. Illustrate the need and importance of sales management in tourism. 20
2. Elaborate main theories of selling. 20
3. What are various sales forces ? Elaborate the process of determining the size and type of sales forces needed in tourism industry. 20

4. What is selling skill in tourism ? Discuss how selling skills in tourism professionals can be improved. 20
 5. What is advertising ? Discuss different modes of tourism advertising. 20
 6. What do you mean by sales promotion ? Describe step by step sales promotion process in tourism. 20
 7. Illustrate the main machinery of marketing communication in tourism industry. 20
 8. Elaborate various techniques of sales control in tourism. 20
 9. Write notes on Negotiation, Media selection, Sales territory and Sales organisation. 20
 10. "Over the years the nature and importance of distribution channels in tourism industry have been changed." Justify. 20
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