

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

Term-End Examination

June, 2022

MHA-09 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : Answer any **five** questions in about 600 words each. All questions carry equal marks.

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1. Discuss the growing importance of Personal Selling and the changing role of salespersons. 20
 2. Explain with the help of a schematic table, the kind of information that is exchanged between various departments of an organization. 20
 3. Discuss common stages a purchase order goes through. 20
 4. Describe the factors responsible for incompleteness in a customer order. Explain the role of Billing and Dispatch Instructions (BDI) in vetting technical details of a customer order. 20
 5. Define Interpersonal Communication and explain the process. 20

6. Elaborate how one can develop appropriate presentation skills. 20
7. Define Negotiation and explain the basic steps in the negotiation process. 20
8. Why is the recruitment and selection of sales personnel a highly specific job ? Discuss frequently used sources for recruiting salesmen. 20
9. Analyse the factors that favour centralization of sales activities. Explain the main functions of a Sales Manager. 20
10. Write short notes on the following in about 150 words each : $4 \times 5 = 20$
- (a) Difference between Personal Selling and Salesmanship
 - (b) Attributes of a Good Sales Quota Plan
 - (c) Purpose of Sales Control
 - (d) Contents of a Sales Report
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