

No. of Printed Pages : 2 **MTM-7/MTTM-7**

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

Term-End Examination

June, 2023

**MTM-7/MTTM-7 : 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. Describe its objectives and importance in tourism. 20
2. What is personal selling ? Elaborate the procedure to make personal selling more effective in tourism. 20

P. T. O.

3. Write notes on the following : 10 each
 - (a) AIDAS theory of selling
 - (b) Buying formula theory of selling
4. Explain the processes of media planning and media selection. 20
5. Write short notes on the following : 10 each
 - (a) Negotiation process
 - (b) Sales close techniques
6. Define advertising. Illustrate its objectives and methods in tourism. 20
7. Write short notes on the following : 10 each
 - (a) Sales Budget
 - (b) Advertising evaluation
8. Define sales territory. Explain the steps involved in sales territory planning. 20
9. Write a note on Sales Organisation and Marketing Assistance Programme (MAP). 20
10. Illustrate the need and importance of international media in promotion of tourism in India. 20