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MTTM-7

**MASTER OF TOURISM AND TRAVEL
MANAGEMENT
(MTTM)**

Term-End Examination

June, 2024

**MTTM-7 : MANAGING SALES AND
PROMOTION IN TOURISM**

Time : 3 Hours

Maximum Marks : 100

Note : (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

1. Define sales management. Elaborate objectives, scope and importance of sales management in tourism. 20
2. Define personal selling. Illustrate various theories of personal selling. 20
3. Elaborate promotion strategies in a Multi-National Company (MNC). 20

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4. Write a note on : Promotion Media, and Display Management. 10+10
5. Illustrate various techniques of advertising used in hotel industry. 20
6. Define marketing communication. Elaborate its objectives and process in tourism industry. 20
7. Write note on : Sales Management and Sales Report. 20
8. Elaborate the process of message design and development in tourism promotion. 20
9. Define Media Planning. Describe the objective and process of Media Planning. 20
10. Write notes on any *two* of the following :
10×2=20
 - (a) Sales Quotas
 - (b) Sales Negotiations
 - (c) AIDAS Theory

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