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**MASTER OF ARTS
(TOURISM MANAGEMENT) (MTM)**

Term-End Examination

June, 2015

**MTM-07 : 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. Prepare a sales strategy for a large travel firm of your choice. 20
2. How is promotional strategy different from promotional tactics ? Explain the budgetary constraints in Promotional Planning. 20
3. What should be done to motivate retailers to put in their best efforts in sales display ? Substantiate your answer with suitable examples from the tourism industry. 20
4. "Advertising changes and models the purchasing habits of Indian consumers." Do you agree with the statement ? Substantiate your answer with suitable examples. 20

5. Define the concept of promotional strategy, and also explain the planning process of promotional strategy. 20
6. Discuss the importance of measuring the performance of sales promotion in tourism. 20
7. Write short notes on **any two** of the following in about **300** words each : **10+10=20**
- (a) AIDAS Theory
 - (b) Buying Formula Theory
 - (c) Meeting the Sales Resistance
8. What are the objectives behind Sales Territory Planning ? Elaborate territory planning process that incorporates all these objectives. 20
9. Write an essay on types of advertising evaluation. 20
10. Write short notes on the following : **10+10=20**
- (a) Message Presentation
 - (b) Message and Creativity
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