

00380 MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

December, 2011

MTM-07 : MANAGING SALES AND
PROMOTION IN TOURISM

Time : 3 hours

Maximum Marks : 100

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

1. What are the functions of a Sales Managers ? 20
Describe the stages in the formulation process of
a sales strategy.
2. Differentiate between Personal Selling and 20
Salesmanship. Explain in details the qualities of
a good salesperson.
3. In your capacity as the Sales Manager of a 20
Tour Operation Company, you are asked to give
a presentation of an incentive tour package to
officials of a Multinational Company. How would
you plan your presentation strategy.

4. What are the basic purposes of a salesforce monitoring system? Discuss the basic issues involved in performance evaluation system for salesforce. 20
5. Establish the relationship between Sales forecasting and Sales Budgeting. Describe the methods for determining Sales Budget and the steps involved in preparing one. 20
6. What do you understand by Marketing Communication? Discuss the various elements of promotion as a tool for communicating with the public. 20
7. Write short notes on the following in about 150 words each : 5x4=20
- (a) Types of Sales Display
 - (b) Sales Management Audit
 - (c) Media scheduling
 - (d) Techniques of Interviewing
8. Discuss the objectives and methods of Sales Promotion in Tourism sector. Why are "Incentives" synonymous with Salesforce Motivation. 20

9. Answer *any two* of the following in about 300 words each : 10x2=20
- (a) Discuss the main principles of Sales Negotiations.
 - (b) What are the different types of Consumer Promotion . Explain with examples.
 - (c) Identify and list standard communication Technique for a memorable message.
10. Define Media Planning for Advertising. Discuss the major consideration for Effective Media Selection. 20
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