

**MASTER'S IN TOURISM MANAGEMENT****Term-End Examination****June, 2009**

02137

**MTM-7 : MANAGING SALES AND  
PROMOTION IN TOURISM***Time : 3 hours**Maximum Marks : 100**Note : Answer any five questions in about 600 words each.*

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1. Discuss the relationship between sales and distribution. How do you formulate a sales strategy ? 20
  
  2. Define the following : 5+5+5+5
    - (a) Sales force
    - (b) Sales territory
    - (c) Exchange Process
    - (d) Multi-level distribution system
  
  3. Discuss the importance of personal selling and mention the situations conducive for it. 20
  
  4. Prepare a sales presentation of a tourism product or service of your choice. What skills you require for making such a presentation ? 20

5. How do you manage a sales force ? Answer with examples. 20
6. How do you measure the effectiveness of advertisements ? 20
7. Plan a promotional strategy for a tourist destination of your choice. 20
8. Discuss the structure and functions of an advertising agency. 20
9. Write about 300 words each on *any two* : 10+10
  - (a) Agency-client relationship
  - (b) After sales services
  - (c) Inter-net selling
10. Write an essay on management of Sales Displays. 20

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