

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

Term-End Examination

01401

December, 2014

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

Time : 3 hours

Maximum Marks : 100

*Note : Attempt any **five** questions in about 600 words each. All questions carry equal marks.*

1. Briefly describe the different theories of selling and the process of personal selling. 20
2. What do you understand by Sales Management ? Discuss Sales strategy of a tour operator company. 20
3. Discuss various steps of negotiation and principles of sales negotiations. 20
4. Write an essay on principles and aesthetics of display. 20
5. What are the different shapes of territory planning ? Also explain the need of territories. 20

6. Answer any **two** of the following in about 300 words each : 10+10=20
- (a) Marketing communication process
 - (b) Sources of misunderstanding in marketing communication
 - (c) Elements of promotion mix
7. Elaborate the factors considered for the selection of media. 20
8. What are the objectives of Sales promotion ? State the points to be considered while planning and organising the sales promotion for service marketing. 20
9. Explain the need to measure the effectiveness of advertisements. List the post-testing techniques of advertising evaluation. 20
10. Explain how the message and marketing objectives are linked. What are the key elements of a travel agency in print media advertisements ? 20
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