

**M.Sc. IN HOSPITALITY ADMINISTRATION
(MHA)**

Term-End Examination

December, 2016

MHA-009 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : (i) *Answer any five questions in about 600 words each.*
(ii) *All questions carry equal marks.*

1. As the Sales Manager of a Luxury Hotel Chain, what qualities would you look for while recruiting Sales Personnel ? Explain with example. 20
2. What are the basic functions of sales Management ? Discuss the stages involved in the execution of a Purchase Order. 20
3. Explain the types and structure of Sales Presentation. 20
4. Elaborate on the elements of communication process. Point out the differences between Written and Oral forms of communication. 20
5. Write short notes on the following in about 150 words each : 5x4=20
 - (a) Difference between Advertising and Personal Selling
 - (b) Principles of Negotiations
 - (c) Attributes of a Good Sales Quota Plan
 - (d) Purpose of Sales Budget

6. What are the factors which affect selection Policy decisions ? Discuss the merits and demerits of hiring only salesman with prior experience of selling similar products. 20
7. Discuss the commonly used methods for identifying Sales Personnels training needs. 20
8. Why is it necessary to have a sound monitoring plan for a company's salesforce ? Explain the important parameters used in the monitoring process. 20
9. What purposes do Sales Organisation serve ? Elaborate steps for developing such an organisation. 20
10. Write notes on the following in about 300 words each : 10x2=20
- (a) Methods of Sales Control
 - (b) Basic Components of Sales Report
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