

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

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Term-End Examination

December, 2017

MHA-009 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : (i) Answer any five questions.

(ii) All questions carry equal marks.

1. What is the difference between advertising and personal selling ? Discuss the various advantages of personal selling in hospitality sector. 20
2. What is sales strategy ? How would you formulate the sales strategy for a five star hotel ? 20
3. What is presentation ? Describe the various types of sales presentations. 20
4. What do you understand by Negotiations ? Discuss in brief the different stages of negotiation. 20
5. What do you understand by recruitment ? Discuss the recruitment sources for a hospitality company. 20

6. Discuss the various factors affecting motivational needs of salesmen. Give appropriate examples to support your answer. 20
7. Why sales territories are established ? Discuss the various steps involved in sales territory planning. 20
8. What is sales forecasting ? What are the distinct advantages of sales forecasting ? 20
9. What is meant by sales budgeting ? Discuss the methods of sales budgeting. 20
10. Write short notes on any two of the following : 10x2=20
- (a) Need for sales organisation
 - (b) Role of the sales executives
 - (c) Importance of sales quotas
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