

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

Term-End Examination

June, 2021

MHA-09 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. How are Sales and Distribution management interdependent ? Describe the steps to develop a framework for joint decision-making in these specific areas of management. 20
2. Discuss the activities performed by a Salesperson and highlight the qualities of good Sales Personnel. 20
3. Describe in detail the Personal Selling Process. 20
4. What is a Presentation ? Explain the important elements in developing an appropriate strategy for a presentation. 20
5. Why do we need proper compensation schemes for the salesforce ? Enlist the types of compensation and factors influencing design of compensation schemes. 20

- 6.** What are the advantages and disadvantages of sales territory ? Describe the steps followed in developing sales territories. 20
- 7.** Write a detailed note on the purpose, system and methods of sales control. 20
- 8.** Outline the importance and purpose of a Sales Budget. Explain the Sales Budget preparation process. 20
- 9.** Write short notes on the following in about 150 words each : 4×5=20
- (a) Significance of Personal Selling
 - (b) Handling Objections Raised After Sales Presentation
 - (c) Attributes of a Good Sales Quota Plan
 - (d) Types of Sales Displays
- 10.** Develop a training programme for newly recruited Sales Personnel. 20
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