

No. of Printed Pages : 2 **MTM-7/MTTM-7**

**MASTER OF ARTS (TOURISM  
MANAGEMENT)/ MASTER OF  
TOURISM AND TRAVEL  
MANAGEMENT (MTM/MTTM)**

**Term-End Examination**

**June, 2021**

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

*Time : 3 Hours*

*Maximum Marks : 100*

*Note : (i) Attempt any **five** questions in about  
**600** words each.*

*(ii) All questions carry equal marks.*

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1. Define Sales Management. Discuss its objectives and importance in tourism. 20
  2. Illustrate with suitable example steps involved in formulation of sales strategy in tourism business. 20

3. Elaborate various theories of selling. 20
4. What is personal selling ? Describe the qualities required in sales personnel for selling the tourism product. 20
5. Define sales displays. Discuss the objectives and types of sales displays. 20
6. Write notes on the following : 20
  - (i) Types of sales report
  - (ii) Sales plan
7. Define sales control. Discuss various methods of sales control. 20
8. What is marketing communication ? Discuss its objectives and process. 20
9. Illustrate the stages in promotional planning and strategy. 20
10. Write notes on the following : 20
  - (i) Sales Forces
  - (ii) Advertising Evaluation

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