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**MHA-09**

**M. SC. IN HOSPITALITY  
ADMINISTRATION**

**(M. H. A.)**

**Term-End Examination  
December, 2020**

**MHA-09 : SALES MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

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

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1. 'Sales and distribution management is one of, the most important parts of marketing management ? Justify the statement citing appropriate examples. 20
2. Describe various situations conducive for adopting personal selling as a promotional tool. Explain the changing role of the salesperson. 20

3. Explain the various types of sales presentations and the presentation skills required by a salesperson. 20
4. Discuss various stages involved in executing an order placed by a customer. Outline the factors responsible for incompleteness in customer order. 20
5. What do you understand by 'Negotiation' in the sales process ? Explain the steps of negotiation. 20
6. As a Sales Manager, explain the various methods you can employ for motivating the sales force of your company. 20
7. Enlist commonly used parameters for monitoring sales force and describe criteria for evaluating sales performance. 20
8. Explain the need for sales organizations. Elaborate the role and responsibilities of a sales manager. 20
9. Write short notes on the following in about **150** words each : 5×4=20
  - (a) Difference between advertising and personal selling

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- (b) Closing the sales
- (c) Sales resistance
- (d) Execution of sales display

10. Describe the importance and types of sales quotas. How are these quotas established ?