

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

December, 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.

1. What is Sales Management ? Discuss its need and scope. 20
2. Define personal selling. Describe the changing role of salespersons in tourism industry. 20

3. Write a note on the following : 10×2=20
 - (a) AIDAS theory of selling
 - (b) Selling skills
4. Define Negotiation. Discuss Negotiation Principles and Strategies. 20
5. Write a descriptive note on sales territory and control. 20
6. Elaborate the promotional media used in tourism. 20
7. Write a note on the following : 10×2=20
 - (i) Sales Budget
 - (ii) Sales Organisation
8. Define Advertising. Discuss its process and role. 20
9. Elaborate the procedure for message design and development in tourism marketing . Give any relevant example.
10. Write a note on International media strategy and techniques of Advertising Evaluation. 20

MTM-7/MTTM-7