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MTTM-7

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

Term-End Examination

December, 2023

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

Time : 3 Hours

Maximum Marks : 100

Note : (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

1. What is sales management ? Elaborate its need and scope in tourism industry. 20
2. What is sales negotiation ? How does it differ from selling ? 20
3. How does AIDAS theory differ from buying formula theory of selling ? Which is best for tourism ? 20

P. T. O.

