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Total No. of Questions : 10]

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MASTER OF ARTS (TOURISM MANAGEMENT)**Term-End Examination****June, 2014****MTM-07 : MANAGING SALES AND PROMOTION
IN TOURISM****Time : 3 Hours]****[Maximum Marks : 100****Note** :- Attempt any *Five* questions.

1. What do you understand by sales Management ? Discuss sales strategy of a tour operator company. 20
2. "Differences in marketing factors cause each company to have individualised selling styles." In reference to diversity of selling situations, explain the statement. 20
3. Write short notes on the following :
 - (a) Non-verbal behaviour of presenter 20
 - (b) Principles of effective presentation 20
4. How product life cycle and compensation packages are inter-related ? Describe important criteria for designing a sales force compensation package. 20
5. Critically analyse the role of modern media in fulfilling responsibilities of Sales Executive working in Travel Agency. 20

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6. Explain the meaning and significance of 'Sales Quotas'.
What are the attributes of a good Sales Quota Plan ? 20
7. Describe the approach for planning promotional strategy
for a typical marketing firm. 20
8. Discuss functions and structure of Advertising Agency. 20
9. Why is media planning required ? Explain its process. 20
10. Explain the need to measure effectiveness of
advertisements. List Post-Testing Techniques of advertising
evaluation. 20

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