

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, 2020

**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. Define Sales Management. Discuss its need and importance.
2. Elaborate personal selling objective and process.
3. Discuss the main theories of selling.
4. List various selling skills in tourism industry.
5. Develop job analysis for better sales force management.

6. What is Sales Planning ? Discuss sales programme planning.
7. Write a note on performance appraisal and sales control.
8. What is Sales Quota ? Describe its importance and types.
9. Elaborate marketing communication in tourism.
10. Describe planning, managing and evolution of promotional strategy.