

No. of Printed Pages : 2      **MTM-7/MTTM-7**

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

**Term-End Examination**

**June, 2022**

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

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** (i) Attempt any **five** questions in about  
**600** words each.

(ii) All questions carry equal marks.

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1. What is Sales Management ? Elaborate the need for formulation of Sales Strategy.      20
2. Define Personal Selling. Evaluate the importance of personal selling under different business conditions.      20

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3. Evaluate different theories of personal selling. 20
4. Write a note on sales displays and sales report. 20
5. What is Sales Control ? Discuss various methods of sales control. 20
6. What is Marketing Communication ? Describe its process and importance. 20
7. Define Promotional Media. Describe the procedure for selection of promotional media in tourism. 20
8. Write notes on the following : 10×2=20
  - (a) Promotion Expenditure
  - (b) Sales Generation
9. What is message design and development ? Describe the principles for message development. 20
10. What is Media Planning Process ? Discuss steps by step approach to media planning. 20