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**MHA-009**

**M. SC. IN HOSPITALITY  
ADMINISTRATION (MHA)**

**Term-End Examination**

**June, 2023**

**MHA-009 : SALES MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

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

(ii) All questions carry equal marks.

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1. What are the basic functions of sales management ? What are the steps involved in the execution of a purchase order ? 20
2. What are the different types of sales presentation ? What are the factors that help in making an effective presentation ? Make a demo presentation for 3 star hotel property. 20
3. Define personal selling. Discuss the qualities of a good sales personnel. 20

**P. T. O.**

4. What do you understand by sales territory ?  
What are the steps and approaches in territory  
planning and design ? 20
5. Write short notes on the following : 4×5=20
- (i) Recruitment
  - (ii) Selection
  - (iii) Sales Display
  - (iv) AIDAS theory
6. Discuss the various theories of selling. Explain  
with examples, the theory of selling best suited  
for hospitality industry. 20
7. Describe the commonly used methods used for  
identifying sales personnel's training needs. 20
8. Discuss the need of sales budgeting. Explain  
the process of preparation of a sales budget. 20
9. What do you understand by sales control  
system ? What are the purposes and methods of  
sales control ? 20
10. Write short notes on any *two* of the  
following : 2×10=20
- (i) Non-verbal communication
  - (ii) Computerisation in sales management
  - (iii) Motivating the salespersonal