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MHA-9

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

Term-End Examination

June, 2024

MHA-9 : SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Note : Answer any **five** questions in about **600** words each. All questions carry equal marks.

1. Discuss the relevance and significance of personal selling in the total scheme of marketing. Also comment upon the different theories of personal selling. 20
2. Write an essay on computer systems and applications in sales management. 20
3. Write in detail about negotiation skills in hospitality business. Discuss in detail about negotiation steps and negotiation strategies. 20
4. Discuss the significance and purpose of sale displays in retail communication. Also write in detail about the various types of displays. 20

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5. Niraj is operating a hotel and food business, despite his best efforts there are certain pitfalls in his business. He has been advised for training the sales force by a consultant. As a budding professional, elaborate upon the logic of training, training process, areas of sales training, process and methods of identifying training needs, so that Niraj get conceptual clarity and can work upon the same. 20
6. Explain the need and purpose of monitoring systems. Discuss the various monitoring systems used for sales purpose. 20
7. Enumerate the role of sales executive in a luxury hotel chain. 20
8. Discuss the need for sales organisation in context of hospitality and tourism. Also describe the basic types of sales organisation and process for designing sales organisation. 20
9. Write a detailed note on sales budgeting and control. 20
10. Write notes on the following : 10+10
 - (a) Presentation skills
 - (b) Motivation of sales force