

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

**Term-End Examination**

**June, 2015**

00088

**MHA-09 : SALES MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Attempt any five questions. All questions carry equal marks.*

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1. What do you understand by sales strategy ? How would you formulate the sales strategy for a Budget Accommodation in a Metro city ? 20
2. Discuss the role and importance of personal selling in the hospitality industry. Substantiate your answer with the help of suitable examples. 20
3. What are the types of Sales Presentations ? What are the presentation skills needed for making an effective presentation ? Illustrate with the help of examples. 20
4. Discuss the role and importance of Retail Communication in Sales Management. Substantiate your answer with suitable examples from the hospitality industry. 20

5. Enumerate the selection tools available to the Human Resource Department of a hospitality organisation. 20
6. What are the factors influencing the structure of a company's compensation plan ? What is the co-relationship between compensation plan and motivation of salesforce. 20
7. What is the need of establishing Sales Territory ? What are the steps involved in territory planning ? 20
8. Write short notes on any *two* of the following : 2×10=20
- (a) Sales Budget
  - (b) Sales Forecasting
  - (c) Non-Verbal Communication
9. Write a note on the organisational structure of a sales organisation. 20
10. What is the importance of negotiation skills in hospitality industry ? What are the steps involved in any type of negotiation ? 20
11. Discuss the importance of computer and computerisation in Sales Management. 20
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