

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**December, 2010**

**MTM-07 : MANAGING SALES AND  
PROMOTION IN TOURISM**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. What do you understand by sales objective and describe unilateral, believable and multilevel distribution system? 20
2. Evaluate the importance of personal mailing and explain the nature and type of activities involved therein. 20
3. What are the various component of personal selling to design the personal selling affords for star categories hotels in India. 20
4. What are the various elements of communication. State a few characteristics of vertical grape vine communication. 20

5. What is the importance of job analysis for better sales force management. Identify some of the measures for evaluating sales performance. 20
  6. Write a note on the specialization in a field sales organization and discuss the role of sales executive in its promotion. 20
  7. Describe some of the managerial issues concerning sales forecasting and sales quotas for territory management. 20
  8. Describe the marketing communication process and discuss the various promotional elements in a market communication programme. 20
  9. Establish the relation between advertise expenditures and sales promotion of products and put a precise note on the role and importance of advertise agency. 20
  10. Discuss the decision sequence analysis of promotion strategies and explain how is promotional strategy different from the promotional tactics. 20
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