

**M.Sc. HOSPITALITY ADMINISTRATION**

**Term-End Examination**

**April, 2011**

**MHA-09 : SALES MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. What is the difference between Advertising and Personal Selling ? Support your answer with suitable examples. 20
2. Elaborate different theories of selling with suitable examples. 20
3. What do you mean by communication media ? Discuss it's characteristics. 20
4. What are different types of sales presentations ? Discuss each of them with examples. 20

5. Discuss the importance of training for the sales forces. Does their training help the organisation to yield profits ? 20
  6. Critically analyse the role and importance of compensation in motivating hotel employees. 20
  7. Discuss the needs of Sales Organisation with suitable examples. 20
  8. Discuss the role played by a sales executive in the promotion and sale of a service product. 20
  9. What do you mean by negotiations ? Discuss the various steps involved in negotiation. 20
  10. Write short notes on *any two* of the following : 10+10=20
    - (a) Purpose of organising contest among branches.
    - (b) Performance evaluation and its importance.
    - (c) Control System.
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