

01714

MASTER'S IN TOURISM MANAGEMENT

Term-End Examination

June, 2011

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

Time : 3 hours

Maximum Marks : 100

*Note : Answer any five questions in about 600 words each.
All question carry equal marks, unless otherwise
specified.*

1. Why is Personal selling important in tourism ? 20
Discuss the various theories of selling.

2. Define Sales Negotiation. Describe the major steps 20
in the Negotiation Process giving suitable
examples from the tourism sector.

3. Discuss the various media used for promoting 20
tourism services. Suggest suitable type and use
of Media for a more effective "Incredible India"
campaign.

4. What is the purpose of establishing a sales organisation. Enumerate the various steps involved in developing a sales organisation. 20
5. As the Manager of a 5 - star property, how would you plan the strategy for its promotion, both in the national and International tourism markets. 20
6. Describe the functions and structure of a typical Advertising Agency mentioning the different Supplier organisations/system for each department. 20
7. Answer **any two** of the following in about 300 words each : **10x2=20**
- (a) Explain the various factors which effect motivation of salesforce.
 - (b) Why and how are sales territories established.
 - (c) Compare the key elements in creating Print and Broadcast Advertising media.
8. What is the importance of evaluating advertising effectiveness ? Describe the various pre - testing and post-testing technique for Advertising Evaluation. 20

9. Write short notes on the following in about 20
150 words each.
- (a) Process of Display Management
 - (b) Sales Quotas
 - (c) Marketing communication
 - (d) Types of consumer promotion
10. Enumerate the various services provided by an Advertising Agency. Discuss the importance of Agency - client relationship for an effective Advertising campaign. 20
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