

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

Term-End Examination

December, 2024

MHA-009 : SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. Explain with the help of examples how personal selling is used effectively in diverse sales situations. 20
2. Describe the process of personal selling. Explain with an example from hospitality industry. 20
3. What do you understand by non-verbal communication ? What is the role of non-verbal communication in interpersonal communication process ? 20

4. What are the different types of Sales Presentation ? What is the typical structure of a successful Sales Presentation ? Explain with the help of suitable examples. 20
5. Write short notes on the following in about 150 words each : 4×5=20
- (i) Advertisement
 - (ii) AIDAS Theory
 - (iii) Job Analysis
 - (iv) Sales Quota
6. Define Negotiation. Explain the steps in sales negotiation with the help of examples. 20
7. What are the tools for selecting salespersons ? What are the commonly used selection tools used in the hospitality industry ? 20
8. Discuss the process of Performance Appraisal and Evaluation of Sales Personnel with example from the hospitality industry. 20
9. Discuss the methods of Sales budget and Sales control. 20

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10. Write short notes on any *two* of the following in about **300** words each : 2×10=20

- (a) Types of Display
- (b) Methods of identifying Training Needs
- (c) Designing a Compensation Plan

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