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MTTM-7

**MASTER OF TOURISM AND TRAVEL
MANAGEMENT
(MTTM)**

Term-End Examination

December, 2024

**MTTM-7 : MANAGING SALES AND PROMOTION IN
TOURISM**

Time : 3 Hours

Maximum Marks : 100

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

1. Define personal selling. Elaborate the scope and role of personal selling in tourism. 20
2. What is sales presentation ? Discuss the technique to make it more effective in tourism. 20
3. Define sales strategies. How is sale strategies formulated in tourism ? Explain with suitable examples. 20

4. What is promotion mix ? Elaborate the elements of promotion mix in hotel industry. 20
5. Draw a sales organisational chart in a hotel and elaborate its working and functions. 20
6. Write notes on the following : 10+10
 - (a) Function of sales management
 - (b) Promotional media
7. Define sales control. Discuss various methods of sales control in tourism. 20
8. What is negotiation ? Explain various steps involved in the process of negotiation in tourism. 20
9. Write notes on any *two* of the following : 10+10
 - (a) Media selection
 - (b) Sales generation
 - (c) Sales display
10. Define sales forecasting. Illustrate various techniques of sales forecasting. 20

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