

**M. SC. IN HOSPITALITY
ADMINISTRATION**

(MHA)

Term-End Examination

December, 2025

MHA-9 : 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. Describe the steps of formulating a sales strategy with the example of a beach resort.
20
2. Explain the process of personal selling with examples. 20
3. Explain communication process and its various components. Also discuss the

communication media used for sales function and the characteristics of each media. 20

4. How do you formulate a sales presentation strategy ? What is the typical structure of a sales presentation ? Give examples. 20
5. Differentiate between any *two* of the following : 2×10=20
 - (i) Verbal and Non-verbal Communication
 - (ii) Selling and Negotiating
 - (iii) Recruitment and Selection
6. What is the need of training the sales force in the hotel business ? What are the methods of identifying training needs of and delivering training to the sales force ? 20
7. Critically analyse the role and importance of compensation in motivating hotel employees. 20

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8. Explain the need for sales organizations.
Discuss the roles and responsibilities of a sales manager with example. 20
9. What is meant by sales forecasting ? What is the significance of sales forecasting in hotel industry ? 20
10. Write short notes on any *two* of the following : 2×10=20
- (a) Sales Display
 - (b) Sales Quota
 - (c) Sales Budgeting

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