

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

**Term-End Examination  
December, 2025**

**MTTM-007 : MANAGING SALES AND  
PROMOTION IN TOURISM**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** Attempt any **five** questions in about  
**600** words each. All questions carry equal  
marks.

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1. Elaborate the need, scope and importance of sales management in tourism. 20
2. What is sales strategy ? Discuss the procedure for formulating sales strategy in tourism. 20

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3. Illustrate the importance of personal selling with examples. 20
4. What is sales report ? Explain the various types of sales reports. 20
5. What do you mean by sales forces ? How is sales forces used in promotion of tourism ? 20
6. Write notes on the following : 2×10=20
  - (a) Legal issues in advertising
  - (b) Sales Plan
7. Define marketing communication. What are the factors responsible for effective marketing communication ? 20
8. Elaborate the various steps in the process of promotional planning : 20
9. Write notes on any *two* the following : 2×10=20
  - (a) Sales territory
  - (b) Promotional media
  - (c) Public relations
10. What is sales control ? Elaborate the importance and process of sales control in tourism. 20

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