

**M. SC. IN HOSPITALITY
ADMINISTRATION (MHA)
Term-End Examination
June, 2025**

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. Discuss the role and importance of personal selling in the hospitality industry. Substantiate your answer with the help of suitable examples. 20
2. How is computerization useful in Sales Management ? Substantiate your answer with suitable examples from the Hospitality Industry. 20

3. What is a Sales Presentation ? What makes for an effective Sales Presentation ? 20
4. What do you understand by Negotiation ? What are the principles and strategies in negotiation ? 20
5. Write short notes on the following in about 150 words each : $4 \times 5 = 20$
 - (i) Job Analysis
 - (ii) Sales Resistance
 - (iii) Performance Appraisal
 - (iv) Sales Budget
6. What are the different types of display ? What are the principles of display ? Explain with the help of diagrams. 20
7. What are the factors influencing the design of a compensation plan ? What is the co-relationship between compensation plan and motivation of salesforce ? 20
8. Discuss the steps and approaches in territory planning and design. 20

9. Critically analyse the need for sales forecasting. Also mention the advantages and disadvantages of sales forecasting with examples from Hospitality industry. 20
10. Differentiate between any *two* of the following : 2×10=20
- (a) AIDAS and Buying Formula Theory
 - (b) Non-Verbal and Verbal Communication
 - (c) Recruitment and Selection

× × × × ×