

**MASTER OF TOURISM AND  
TRAVEL MANAGEMENT (MTTM)  
Term-End Examination  
June, 2025**

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

*Time : 3 Hours*

*Maximum Marks : 100*

---

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

---

---

1. Define sales management. Describe the objectives and significance of sales management in tourism industry. 20
2. Elaborate the steps involved in the process of sales strategy formulation in tourism. 20
3. What is personal selling ? Elaborate special skills and competencies required in personal selling. 20

4. What is sales display ? What factors can be used to make sales display more effective ?  
20
5. What is media planning ? What are the various steps involved in media planning ?  
20
6. Define sales control. Elaborate various techniques used in sales control. 20
7. Write a note on Sales report and Sales forces. 20
8. What is public relations ? How is it helpful in the marketing function ? Elaborate. 20
9. Define advertising. How is advertising assisting tourism operators to promote sales ? 20
10. Write notes on any *two* of the following :  
2×10=20
- (a) Sales Generation
- (b) Ethical issues in advertisement
- (c) Interpersonal media

× × × × ×