

**M. SC. IN HOSPITALITY
ADMINISTRATION (MHA)**

Term-End Examination

June, 2026

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. What are the qualities of a good salesperson ?
What is the changing role of sales person in
the dynamic selling situations ? Explain
with example from the hotel industry. 20
2. What are the functions of sales department
in an Organisation ? How is computerisation
useful in sales management ? 20
3. What is the difference between verbal and
non-verbal communication ? What is the role

and importance of non-verbal communication in the interpersonal interactions ? Give examples. 20

4. What are the types of Sales Presentation ?
What makes for an effective sales presentation ? 20

5. Write short notes on the following : 4×5=20

(i) Advantages of Advertising

(ii) Job Analysis

(iii) Retail Display

(iv) Sales Quota

6. Define Selection. Discuss the selection tools commonly used for selecting front office staff. 20

7. Discuss the process of Performance Appraisal and evaluation of Sales Personnels with suitable examples from the hospitality industry. 20

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8. What do you understand by Sales Territories ? What are the steps in Sales Territory Planning ? 20
9. Discuss the role played by a sales executive in the promotion and sale of a service product. Explain with the help of an example from the hotel industry. 20
10. Write notes on any *two* of the following :

2×10=20

- (a) Negotiation Strategies in Hotel Industry
- (b) Sales Control System
- (c) Sales Forecasting

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