

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

Term-End Examination

June, 2026

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

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any *five* questions. All questions carry equal marks.

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1. What is Sales Management ? Explain its objectives and nature. 20
 2. What do you mean by personal selling ? Elaborate the process and importance of personal selling. 20
 3. Define social media. Explain the process of social media planning in tourism. 20

[2]

4. Write a note on the following : 10+10
- (i) Display management strategies
 - (ii) Sales negotiations
5. Define promotion. Elaborate various media used for promotion in tourism. 20
6. Illustrate the application of AIDAS theory. 20
7. Define Advertising. Illustrate various advertising techniques used in tourism. 20
8. Write a note on the following : 10+10
- (a) Sales quota
 - (b) Sales budget
9. Define sales territory. Elaborate various steps involved in planning sales territory. 20
10. Write a note on the following : 2×10=20
- (a) Media selection process
 - (b) Designing and developing message

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