

Roll

MTM- 11 (MASTER OF TOURISM MANAGMENT)
Second Semester - Examination 2012
MTM – 7
Managing Sales and Promotion in Tourism

Time :- 3 Hours

Max. Marks : 30

Note- The question paper is divided in to three sections A , B and C. Answer the question as per the direction given in each section.

Section- A
(Long Answer questions)

Answer any two questions. Each question carries 7.5 Marks.

(2x7.5 = 15 Marks)

- Q.1 Write down and explain criteria of determining the sales force structure and size in a travel trade and hospitality organization
- Q-2 What are eight elements of personal selling process ? Discuss them.
- Q-3 Managing Sales force is a challenging task. Explain this in terms of sales force compensation, training and development , motivating them and their control.
- Q-4 Explain the distribution channels in travel trade and Hospitality Industry. Discuss how does technology change the distribution of travel trade hospitality products.

Section- B
(Short Answer questions)

Answer any four questions. Each question carries 2 ½ Marks.

(4x2 ½ = 10 Marks)

- Q.1 What function do the sales representatives perform for their organization ?
- Q-2 Explain in brief categories of personal selling in hospitality and travel Industry.
- Q-3 Mention the steps of personal selling process in sequence.
- Q-4 What do you understand by product positioning ?
- Q-5 What Characters/traits make a good sales representative.

- Q-6 Write down the tasks performed by sales management.
- Q-7 Write the type of training required for the sales force in the travel trade organization.
- Q-8 As a manager in what way you can motivate your sales personal .

Section- C
Objective questions (Compulsory)

Attempt all questions. Each question carries ½ Marks.

10 x ½ = 5 Marks

- Q.1 The essence of personal selling is customer getting and customer keeping (True/False)
- Q-2 Suggestive selling a type of personal selling (True/False)
- Q-3 The task of finding and cultivating new customer by sales representatives is known as targeting (True/False)
- Q-4 Sales presentation in which sales representative have memorized. What they will say beforehand is known as out lined presentation (True/False)
- Q-5 Closing means getting a sales prospects to agree with the objective of sale call and making a definite purchase. (True/False)
- Q-6 Sales force that is structured by products, market segment, market channel and customer is known as marker segment structured sales force. (True/False)
- Q-7 Technical support person, sales assistant and tele marketers are called as inside sales force. (True/False)
- Q-8 A good compensation plan is an ideal way to manage sales force . (True/False)
- Q-9 Recognition and praise is a prime elements of financial part of the motivation package of sales force . (True/False)
- Q-10 Sales persons to sales person comparison is a control technique of sales force . (True/False)