

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

Term-End Examination

December, 2025

**MTTM-007 : 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. Elaborate the need, scope and importance of sales management in tourism. 20
2. What is sales strategy ? Discuss the procedure for formulating sales strategy in tourism. 20

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3. Illustrate the importance of personal selling with examples. 20
4. What is sales report ? Explain the various types of sales reports. 20
5. What do you mean by sales forces ? How is sales forces used in promotion of tourism ? 20
6. Write notes on the following : 2×10=20
 - (a) Legal issues in advertising
 - (b) Sales Plan
7. Define marketing communication. What are the factors responsible for effective marketing communication ? 20
8. Elaborate the various steps in the process of promotional planning : 20
9. Write notes on any *two* the following : 2×10=20
 - (a) Sales territory
 - (b) Promotional media
 - (c) Public relations
10. What is sales control ? Elaborate the importance and process of sales control in tourism. 20

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