

**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

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