



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

उत्तराखंड मुक्त विश्वविद्यालय हल्द्वानी (नैनीताल)

Master of Tourism management

second semester question bank

Year: 2011-12

Course Title: Managing Sales and Promotion in Tourism

Course Code: MTM-7

Section 'A'
Long Answer Type

Lower Order Question

- Q.1- Discuss some situations when personal selling becomes more relevant.
Ans- Refer Unit 2
- Q.2- State the difference between advertising and personal selling.
Ans- Refer Unit 3
- Q.3- Explain the term 'Sales Negotiation'. What are the different steps of negotiation?
Ans- Refer Unit 4
- Q.4- What are the various steps of negotiation?
Ans- Refer Unit 4
- Q.5- Discuss types and importance of Sales Display.
Ans- Refer Unit 5
- Q.6- Discuss the different learning style.
Ans- Refer Unit 6
- Q.7- What do you know about Sales Management? How is it linked to Sales Planning?
Ans- Refer Unit 7
- Q.8- What do you mean by Sales Quotas? Discuss various purposes served by Sales Quotas.
Ans- Refer Unit 8
- Q.9- State your opinion regarding the co-relation between promotion expenditure and sales generation?
Ans- Refer Unit 10
- Q.10- What are the various Sales Promotion Methods? How do they help tourism promotion?
Ans- Refer Unit 12
- Q.11- What do you understand by setting advertising objectives?

Ans- Refer Unit 13

Q.12- What do understand by one-sided and two sided messages?

Ans- Refer Unit 14

Q.13- Name and explain a few advertisement concepts for television.

Ans- Refer Unit 14

Q.14- Describe the basic elements of Media Strategy Statement.

Ans- Refer Unit 15

Q.15- Explain the DAGMAR Approach.

Ans- Refer Unit 16

Middle Order Question

Q.1- How Sales and Distribution are interdependent, explain with suitable examples.

Ans- Refer Unit 1

Q.2- Explain, with pointers, the interdependence of distribution and sales management.

Ans- Refer Unit 1

Q.3- How has Internet influenced tourism selling?

Ans- Refer Unit 1

Q.4- How does body language effect a presentation? Explain with two examples.

Ans- Refer Unit 4

Q.5- What do you know about principles of presentation? Explain any two.

Ans- Refer Unit 4

Q.6- What can be you done to motivate retailers to put in their best efforts in sales display?

Ans- Refer Unit 5

Q.7- What are factors influencing the structure of the company's compensation plan?

Ans- Refer Unit 6

Q.8- What do you mean by Sales Territory Management? Explain various steps involved in Territory Planning.

Ans- Refer Unit 7

Q.9- What do you understand by marketing communication process? What are the sources of misunderstanding in this process?

Ans- Refer Unit 9

Q.10- How is Promotional Strategy different from Promotional Tactics?

Ans- Refer Unit 11

Q.11- How can you plan an effective sales promotion?

Ans- Refer Unit 12

Q.12- Discuss the function and flow of work in an agency.

Ans- Refer Unit 13

Q.13- How does central presentation differ from peripheral presentation?

Ans- Refer Unit 14

Q.14- What are the various types of media schedules available?

Ans- Refer Unit 15

Q.15- Explain the need to measure advertising effectiveness.

Ans- Refer Unit 16

Higher Order Question

Q.1- What is meant by sales and distribution strategy? Formulate a sales strategy for a tourism firm of your choice.

Ans- Refer Unit 1

Q.2- What are the essential tasks that need to be performed in order to consummate a successful sale?

Ans- Refer Unit 1

Q.3- What are the different kinds of selling positions prevalent in Indian Companies?

Ans- Refer Unit 2

Q.4- Discuss the scope of activities in sales function.

Ans- Refer Unit 2

Q.5- What are the various elements of communication? State a few characteristics of sales letter.

Ans- Refer Unit 4

Q.6- As a sales manager, how can you manage sales display more effectively? What kind of training would you recommend for retailers?

Ans- Refer Unit 5

Q.7- Explain how marketing communication helps in Marketer-Buyer Dyad.

Ans- Refer Unit 9

Q.8- Discuss the Decision Sequence Analysis of Promotional Strategy.

Ans- Refer Unit 11

Q.9- Explain the budgetary constraints in Promotional Planning.

Ans- Refer Unit 11

Q.10- State the points to consider while planning and organising the sales promotion for services marketing.

Ans- Refer Unit 12

Q.11- Explain the role of an Advertising Agency.

Ans- Refer Unit 13

Q.12- Explain how message and marketing objectives are linked.

Ans- Refer Unit 14

Q.13- Explain why photographs are gaining popularity in print advertisements.

Ans- Refer Unit 14

Q.14- What are the salient features of broadcast advertisement? Enumerate the salient features of the various airline advertisements on air.

Ans- Refer Unit 14

Q.15- You are the owner of a star category hotel in a metropolitan city. How will you select a media for advertising your hotel?

Ans- Refer Unit 15

Q.16- Name three major Post-Testing Techniques. Discuss also the post-testing techniques of advertising evaluation.

Ans- Refer Unit 16

Section 'B' **Short Answer Type**

Lower Order Question

Q.1- How do you understand by Sales Objectives?

Ans- Refer Unit 1

Q.2- What is AIDAS Theory of selling?

Ans- Refer Unit 3

Q.3- What do you understand by 'propecting'?

Ans- Refer Unit 3

Q.4- What are the parts of a presentation?

Ans- Refer Unit 4

Q.5- Define the purposes for a presentation.

Ans- Refer Unit 4

Q.6- State Some important design principles of display.

Ans- Refer Unit 5

- Q.7- What are the various types of display?
Ans- Refer Unit 5
- Q.8- List the basic responsibilities of a salesperson.
Ans- Refer Unit 6
- Q.9- Name a few sources of recruitment.
Ans- Refer Unit 6
- Q.10- List a few abilities of a trainer.
Ans- Refer Unit 6
- Q.11- What are basic types of sales report?
Ans- Refer Unit 6
- Q.12- Explain the Line Sales Organisation.
Ans- Refer Unit 7
- Q.13- What is the purpose of a Sales Organisation?
Ans- Refer Unit 7
- Q.14- State a few objectives of Sales Promotion.
Ans- Refer Unit 12
- Q.15- Name three major Post-Testing Techniques.
Ans- Refer Unit 16
- Q.16- What do you understand by salesforce incentive promotions?
Ans- Refer Unit 12
- Q.17- What are the various types of consumer promotion?
Ans- Refer Unit 12
- Q.18- Why is the headline of a print advertisement important?
Ans- Refer Unit 14
- Q.19- What are the pitfalls in agency-client relationship?
Ans- Refer Unit 13

Middle Order Question

- Q.1- What do you understand by stress interview?
Ans- Refer Unit 6
- Q.2- What are the shapes of territory planning?
Ans- Refer Unit 7

- Q.3- What do you mean by Sales Control?
Ans- Refer Unit 8
- Q.4- How can you effectively meet sales resistance?
Ans- Refer Unit 3
- Q.5- Explain the different kinds of communicator.
Ans- Refer Unit 4
- Q.6- What is the purpose of a monitoring system?
Ans- Refer Unit 6
- Q.7- Why is the motivation of salesforce a challenging task?
Ans- Refer Unit 6
- Q.8- Explain the need of territories.
Ans- Refer Unit 7
- Q.9- List the functions of a Sales Manager.
Ans- Refer Unit 7
- Q.10- What are methods of sales budgeting?
Ans- Refer Unit 8
- Q.11- What is the need of having a flexible sales budget?
Ans- Refer Unit 8
- Q.12- What do you understand by checklist for Media Selection?
Ans- Refer Unit 10
- Q.13- What do you understand by Media Objectives?
Ans- Refer Unit 15

Higher Order Question

- Q.1- How can you determine the size and type of sales force needed?
Ans- Refer Unit 1
- Q.2- Discuss some qualities of a good sales person.
Ans- Refer Unit 2
- Q.3- What are different types of Sales Presentation? Explain with suitable examples.
Ans- Refer Unit 4

- Q.4- Explain the impact of voice in a presentation.
Ans- Refer Unit 4
- Q.5- How are training needs identified?
Ans- Refer Unit 6
- Q.6- Explain the principle purpose of Sales Quotas.
Ans- Refer Unit 8
- Q.7- Explain what is sales control with any one method of sales control?
Ans- Refer Unit 8
- Q.8- Explain the Sales Volume Approach used for setting Quotas.
Ans- Refer Unit 8
- Q.9- Why is it difficult to forecast the sales of a new product?
Ans- Refer Unit 8
- Q.10- Name two sources of misunderstanding in communication process.
Ans- Refer Unit 9
- Q.11- What is promotion?
Ans- Refer Unit 9
- Q.12- What are the various elements of promotional mix?
Ans- Refer Unit 9
- Q.13- State a few factors causing the demand and usage of media to rise.
Ans- Refer Unit 10
- Q.14- How much popularity, does Press as media enjoys in India?
Ans- Refer Unit 10
- Q.15- Differentiate between 'Advertisement via telephone' and 'sales teleconferencing'.
Ans- Refer Unit 10
- Q.16- Differentiate between 'Direct Mailing' and 'Handbills'.
Ans- Refer Unit 10
- Q.17- Explain the term Target Audience.
Ans- Refer Unit 15
- Q.18- List Pre-Testing Techniques for Broadcast Advertisements.
Ans- Refer Unit 16

Section 'C' Objective Question

Fill in the Blanks:

Q.1- The link between tourism suppliers and the customers is known as the
Ans- Refer Unit

Q.2- theory is suggests that the prospect goes through five different stages of Attention, Interest, Desire, Action and Satisfaction during a sales presentation.
Ans- Refer Unit 3

Q.3- Prospecting is the first and the most important component of
Ans- Refer Unit 2

Q.4- The Process by which qualifications and personality characteristics are identified, is called
Ans- Refer Unit 6

True or False

Q.1- Personal Selling effort is a one-way communication process.
Ans- Refer Unit 2

ANSWER SHEET (OBJECTIVE QUESTION)

Fill in the Blanks:

Serial No. of the Questions	Answer of the Questions
1	Distribution System
2	AIDAS Theory
3	Personal Selling
4	Job Specification
5	

True or False:

Serial No. of the Questions	Answer of the Questions
1	False

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