

Roll No.

Y – 2812

B.T.M. (Fourth Semester) EXAMINATION, May/June-2021

Paper – 405

SALES & ADVERTISING MANAGEMENT IN TOURISM

Time : Three Hours

Maximum Marks : 40

Minimum Pass Marks : 16

Note—Attempt *all* questions. All questions carry equal marks.

Unit-I

1. Define the characteristics of sales management. 8

Unit-II

2. What do you mean by sales management ? Explain with suitable example. 8

Unit-III

3. Discuss the multitude responsibility in detail. 8

Unit-IV

4. Highlight the formulation of sales policies. 8

Unit-V

5. Describe the designing size of sales force. 8