



NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF MANAGEMENT SCIENCES
JUNE 2013 EXAMINATION

Course Code: TSM 305

Credit Unit: 2

Course Title: Tourism Sales and Marketing

Time Allowed: 2 hours

Instruction:

Attempt question one and any two questions of your choice. Question one carries 30 marks while the others carry 20 marks each. Present your answer legibly and logically.

Question 1

- (a) Define Tourism Sales and Marketing. **10 Marks**
- (b) State **five** methods of retaining customers. **5 Marks**
- (c) List and discuss 5 characteristics of Services Marketing. **15 Marks**

Question 2

- (a) Give four reasons for Information Systems. **5 Marks**
- (b) Enumerate the objectives of Marketing Research. **10 Marks**
- (c) Mention five importance of Public Relations. **5Marks**

Question 3

- (a) State six factors that influence Marketing Organisations. **18 Marks**
- (b) Mention four capacities in which a sales representative in the hospitality industry could function. **2**

Marks

Question 4

- (a) List and briefly explain seven functions of the Distribution Channel in the Tourism industry.

14 Marks

- (b) List and describe three types of Intermediaries in the Tourism Industry. **6 Marks**

Question 5

- (a) Identify eight functions of Intermediaries in the Tourism Industry. **16 Marks**

(b) Mention four types of Conflict.

4

Marks