



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

COURSE CODE: TSM 305

CREDIT UNIT: 2

COURSE TITLE: TOURISM SALES AND MARKETING

TIME ALLOWED: 2 HOURS

Instructions: 1. Attempt question Number one (1) and any other two (2) questions.

2. Question number 1 carries 30 marks, while the other questions carry 20 marks each

3. Present all your points in coherent and orderly manner

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

(b) List and describe three types of Intermediaries in the Tourism Industry. **30 Marks**

2 (a) Identify eight functions of Intermediaries in the Tourism Industry.

(b) Mention four types of Conflict. **20 Marks**

3 (a) State five methods of retaining customers.

(b) List and discuss 5 characteristics of Services Marketing. **20 Marks**

4 (a) Give four reasons for Information Systems.

(b) Enumerate the objectives of Marketing Research.

(c) Mention five importance of Public Relations.
20 Marks

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