



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

**COURSE CODE: TSM305 CREDIT UNITS: 2**

**COURSE TITLE: TOURISM SALES AND MARKETING**

**TIME ALLOWED: 2 HRS**

**INSTRUCTIONS: 1. Attempt question number one (1) and any other two (2).**

**carries 30 marks  
carry 20 marks each.**

**2. Question number 1 is compulsory and  
while the other 2 questions**

**3. Present all your points in coherent and  
orderly manner**

**1a. Explain the Concept of the Marketing Media (5 marks)**

**b. Mention any three Merits and Demerits each for the Television, Radio, Cinema, Magazines and Newspaper media (25 marks)**

**2a. Explain the term Tourism Product (5 marks)**

**b. List and discuss in details the components of the tourism product (15 marks)**

**3. What is the importance of marketing (5 marks)**

**b. List and discuss briefly any of the characteristics of services marketing: (15 marks)**

**4a. Define the term Marketing Research (5 marks)**

**b. List any five importance of Marketing Research (15 marks)**

**5a Define the term Advertising (5 marks)**

**b. List and explain briefly any five aims and objectives of Advertising (15 marks)**

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