



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
14/16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS  
SCHOOL OF MANAGEMENT SCIENCES  
MARCH/MARCH 2014 EXAMINATION**

**COURSE CODE: HPM 305  
UNIT: 2**

**CREDIT**

**COURSE TITLE: TOURISM SALES AND MARKETING  
TIME ALLOWED: 2 HOURS**

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

**2. Question number 1 is compulsory and carries 30 marks, while the other questions carry equal 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**

