



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

**COURSE CODE: TSM 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.
Marks

20