



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
SCHOOL OF MANAGEMENT SCIENCES
MARCH/APRIL 2015 EXAMINATION**

COURSE CODE: TSM305

TIME ALLOWED: 2 HRS

COURSE TITLE: TOURISM SALES AND MARKETING

CREDIT UNIT: 2

INSTRUCTIONS:

- 1. Attempt question Number one (1) and any other two (2) questions**
- 2. Question number 1 is Compulsory and carries 30 marks, while the other two questions carry 20 marks each.**
- 3. Present all your points in coherent and orderly manner.**

Question 1 Define tourism services marketing, the characteristics and marketing implications of tourism services characteristics.

Question 2 a. Define promotion

b. State the objectives and importance of promotion.

Question 3 a. Define tour operator.

b. List and Discuss the types of Tour Operators.

Question 4 a. What is product cycle?

b. Mention the merits and demerits of a television.

Question 5 a. State the objectives of market segmentation.

b. Explain the peculiar characteristics of a tourist product.