



NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
SCHOOL OF MANAGEMENT SCIENCES
MAY/JUNE 2012 EXAMINATION

TSM 305 Tourism Sales and Marketing
Time Allowed: 2 HRS

Instruction: Attempt any three questions of your choice. Each question carries 23.3 marks.
Present your answer legibly and logically using relevant examples.

1. a. Explain the concepts of Consumerism (3.3 marks)
b. Discuss any five factors attributed to the rise of Consumerism in Nigeria
(20 marks)
2. a. Explain the concepts of the marketing media (3.3 marks)
b. Mentioned any three merits and demerits each of the Television, Radio, Cinema, Magazines and Newspaper media (20 marks)
3. a. With the aid of a neat and well-labelled diagram, show the Organisation Chart of an advertising Agency (7.3 marks)
b. Briefly explain each of the components of an Advertising Agency (16 marks)
4. With cognate examples, explain any five characteristics of services marketing (23.3 marks)
5. a. Explain the concepts of Advertising (3.3 marks)
b. Explain any five objectives of Advertising (20 marks)

