



NATIONAL OPEN UNIVERSITY OF NIGERIA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF TOURISM STUDIES  
2021 EXAMINATION

Course Title: Tourism Sales and Marketing

Course Code: TSM 305

Course Unit: 2

Time Allowed: 2: 00hrs

**Instruction: Answer any three (3) questions**

Question (1)

- a. Explain the meaning of Tourism sales and marketing (**6.3 marks**)
- b. Explain the three (3) features of sales and marketing concepts (**9 marks**)
- c. Mention and explain any three tourism products (**8 marks**)

Question (2)

- a. Explain the four (4) characteristics of services in tourism (**12.3 marks**)
- b. List four (4) similarities between goods and services (**6 marks**)
- c. State four (4) steps/methods of handling customer's complaints (**5 marks**)

Question (3)

- a. Explain three (3) types of tourism marketing research (**12.3 marks**)
- b. Describe briefly any five (5) objectives of tourism marketing research (**6marks**)
- c. List and explain four (4) importance of tourism marketing research (**5 marks**)

Question (4)

- a. List and explain the four (4) factors determining distribution policy in tourism marketing (**16.3 marks**)
- b. Briefly explain seven (7) functions of intermediaries in tourism marketing. (**7 marks**)