



NATIONAL OPEN UNIVERSITY OF NIGERIA
Faculty of Agricultural Sciences
Dept. of Agricultural Economics and Extension
2020_2 Examination

Course Title: Tourism Sales and Marketing

Course Code: HCM305

Credit Unit: 2

Total Score: 70 Marks

Time Allowed: 2 ½ hrs

Answer question 1 (25 marks) Compulsory and any 3 question (15marks)

- Q1i. Discuss the implication of any four Marketing Environments? **(12marks)**
- Q1ii. Examine the idea behind tourism sales and marketing? **(6marks)**
- Q1iii. Outline any 2 main areas covered by the sales and marketing concepts? **(4marks)**
- Q1iv. Describe the function of Tourism Marketing Research? **(3marks)**
- Q2ii. Outline the two sources of Tourism Information Systems? **(6 marks)**
- Q2iii. Describe the channel of Information Flow used for effective communication? **(3 marks)**
- Q2iii. Discuss the forms of advertising? **(6marks)**
- Q3i. Examine any 5 relevance of Marketing to the economy of a nation? **(10 marks)**
- Q3ii. Write short notes on the following classes of Advertising? **(5marks)**
- Product Advertising
 - Institutional Advertising
- Q4i. Describe the functions of any 4 of the following staff in the organizational set up of Travel Agency? **(8 marks)**
- Managing Director
 - The Agency Manager
 - Operations Manager
 - Ticketing Staff
 - Supervisor
 - Secretary
 - Accountant
- Q4ii. Outline the objectives Market Segmentation? **(4 marks)**
- Q4iii. Identify any 3 Problems of Information in Tourism Marketing? **(3 marks)**
- Q5i. Write short notes on any two (3) of the following model of product cycle stages? **(6marks)**
- Market Introduction Stage
 - Market Growth Stage

- c. Maturity Stage
 - d. Decline Stage
- Q5ii. Discuss any 3 influential factors that affect Consumer Behaviour? **(6marks)**
- Q5iii. Describe the effect of Consumerism on restaurant customers in Nigeria? **(3marks)**
- Q6i. Examine the Sources of Revenue for Travel Agency **(4 marks)**
- Q6ii. Write short notes on any 3 of the following techniques for Market Research? **(6 marks)**
- a. Desk research
 - b. Field research
 - c. Sample survey
 - d. Motivation research
 - e. Use of modes
- Q6iii. Outline the need for Customer Relations? **(5 marks)**