



NATIONAL OPEN UNIVERSITY OF NIGERIA
DEPARTMENT OF AGRICULTURAL ECONOMICS AND EXTENSION
FACULTY OF AGRICULTURAL SCIENCES
SEPTEMBER, 2020

COURSE TITLE: TOURISM SALES AND MARKETING

COURSE CODE: HCM 305

TIME: 2

INSTRUCTIONS: Answer Question one which is compulsory (25 marks) and any other three each carry (15 marks).

- Q1a. Explain the Meaning of Tourism Sales and Marketing (5 mks)
- Q1b. what are the idea behind tourism sales and marketing? (6 mks)
- Q1c. Examine the four stages of Sales and Marketing Concept (8 mks)
- Q1d. What are the main areas covered by the sales and marketing concepts? (6 mks)
- Q2a. Define Tourism Marketing Research? (2 mks)
- Q2b. Outline any five objectives of Marketing Research (5 mks)
- Q2c. Enumerate any 4 importance of Marketing Research (8 mks)
- Q3a. Outline any 4 Similarities between Goods and Services? (4 mks)
- Q3b. In tabular form mention five different categories of services giving examples of each (5 mks)
- Q3c. What is Tourism Marketing Information System? (2 mks)
- Q3d. Outline 4 reasons for Information Systems? (4 mks)
- Q4a. Identify and explain any 2 forms of advertising? (7 mks)
- Q4b. What are the classifications of Advertising? (4 mks)
- Q4c. Explain the any two of the following terms in Marketing? (4 mks)
- Q5a. Describe the strategies for Public Relations? (3 mks)
- Q5b. Explain any 6 difficulties associated with Public Relations? (12 mks)

- Q6a. Describe the organizational set up of Travel Agency? (11 mks)
- Q6b. Discuss on the procedure for registrations of Travel Agencies? (4mks)

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