



FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF TOURISM STUDIES
SEPTEMBER 2020_1 EXAMINATION

Course Title: **Tourism Sales and Marketing**

Course Code: **TSM 305**

Course Unit: 2

Time Allowed: 2.00hours

Instruction: Answer any three (3) questions (All questions carry equal marks)

Question One (1)

1. Explain the following Features of sales and Marketing Concept

- 1(a) Consumer orientation (8marks)
- 1(b) Profit Orientation (7marks)
- 1(c) Integrated Effort (8marks)

Question Two (2)

Outline any three (3) of the following customer relationships.

- 2 (a) Methods of getting customers (6marks)
- 2(b) Methods of retaining customers (8marks)
- 2 (c) Methods of handling customers complaints (9marks)

Question Three (3)

- 3 (a) Outline the reasons for tourism information system (5marks)
- 3 (b) Define two (2) types of tourism information system (9 marks)
- 3 (c) Outline any three (3) natural tourism resources (9 marks)

Question Four (4)

- 4(a) Define tourism marketing research (4marks)
- 4(b) List any three (3) objectives of tourism marketing research (9marks)
- 4(c) Outline four (4) importance of tourism research (10 marks)

Question Five (5)

- 5(a) Outline four (4) responsibilities of an advertising agent in tourism (8marks)
- 5(b) Outline four (4) merits and three (3) demerits of media television as marketing media of tourism (15 marks)