



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF AGRICULTURAL SCIENCES, KADUNA
POP EXAMINATION 2021_2 12345

Department: Agricultural Economics and Extension

Course code: HCM 305

Course title: Tourism Sales and Marketing

Credit unit: 2

Time allowed: 2 hours

Instruction: Answer three (3) questions only

- 1 (a) State seven (7) objectives of marketing research. (7marks)
- (b) Define an advertiser and state their four (4) responsibilities to the Company they are Employed. (5 mark)
- (c) State four (4) responsibilities of the advertiser to the agency. (4marks)
- (d) List eight (8) homogeneous groups that constitute public relations. (4marks)
- (e) Explain the term “Sample Survey” and state its advantages. (4 marks)
Total = 24 marks
- 2a) State five (5) characteristics of a good marketing research (7 ½ marks)
- b) Enumerate five (5) importance of marketing research (15 marks + ½ mark bonus
Total = 23 marks
- 3 (a) Differentiate between i Institutional advertising (3 marks)
ii. Product Advertising (5marks) = 8 marks
- (b) Define the following terms: (i) Advert (ii) Promotion (iii) Sales promotion
(iv) Publicity (v) Advertising (7 ½ marks)
- (c) Discuss the meaning of public relations (7 ½ marks)
Total = 23 marks
- 4 (a) Discuss three objectives of advertising. (9marks)
- (b) State nine (9) functions of public relations. (9marks)
- (c) State two (2) each of good and bad principles of Public Relations (5 marks)
Total = 23 marks