



2021_2 EXAMINATION
NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF TOURISM STUDIES⁵⁶⁷⁸

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. List and explain four (4) importance of sales and marketing in general **12.3 marks**
- b. List and explain three (3) reasons for good customer relationship in tourism. **6 marks**
- c. Outline five (5) methods of retaining customers in an organization. **5 marks**

Question (2)

- a. List and explain briefly four (4) steps involved in tourism marketing research. **12.3 marks**
- b. List six (6) characteristics of good tourism marketing research. **3 marks**
- c. Briefly explain three (3) market research techniques **8 marks**

Question (3)

- a. List and explain briefly (4) functions of Travel Agencies. **12.3 marks**
- b. List six (6) important areas need to be taken care in brochure printing. **3marks**
- c. Explain four (4) environmental factors that affect the choice of distribution channel **8marks**

Question (4)

- a. Enumerate and explain briefly any four (4) traditional rights of buyers **6 marks**
- b. List any three (3) traditional rights of sellers **5.3 marks**
- c. Explain any four (4) factors responsible for lack of consumerism in Nigeria **12 marks**