



NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, NNAMDI AZIKIWE EXPRESSWAY,
PLOT 91, CADASTRAL ZONE, JABI, ABUJA
Faculty Agricultural Sciences
Department of Agricultural Economics and Extension
First Semester POP Exam Question, 2019.

Course Title: TOURISM SALES AND MARKETING

Course Code: HCM 305

Credit Unit: 2

Total Score: 70 Marks

Time Allowed: 2 Hours

INSTRUCTION: Answer Compulsory question 1 (25marks) and any Three (3) questions (15marks each)

- | | |
|---|----------|
| 1a. Explain the elements of Tourism Products | 10 marks |
| 1b. What are the Tourism Sources of Information for the hospitality industry? | 15 marks |
| | |
| 2 a Explain the methods of retaining customers | 5 marks |
| 2b.Highlight the problems associated with Information in Tourism Marketing | 10 marks |
| | |
| 3. Explain the guidelines to be taken for writing a good advertising | 15 marks |
| 4. What are the importance of public relations? | 15 marks |
| 5.What are the functions of a good travel agent? | 15 marks |
| 6a. Outline the important areas needed to get tour brochure printed | 7 marks |
| 6b. What does the marketing mix in hospitality and tourism stand for? | 8 marks |