

NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF AGRICULTURAL SCIENCES
SECOND SEMESTER EXAMINATION
JANUARY/FEBRUARY, 2018

COURSE TITLE: Sales and Marketing

COURSE CODE: HCM 305

COURSE UNITS: 2 credit units

TIME ALLOWED: 2hrs

INSTRUCTIONS: Answer question one compulsory and any other three.

Question 1 (25marks)

- Identify with brief explanation the four stages that sales and marketing has evolved through over year.
- The classical economist, Adam Smith proffers that “production is useless unless consumption takes place”. In view of this state at five 5 relevance of marketing in business.
- State at least five (5) methods in handling customers complaints

Question 2 (15 marks)

- Who is a travel agent? Discuss.
- State at least five (5) functions and roles of travel agencies in tourism marketing.

Question 3 (15 marks)

- State at least eight (8) steps involved when a travel agent is organizing individual or ordinary trips.
- Identify factors that a tour operator will consider before selecting a potential destination.

Question 4 (15 marks)

- What is the marketing tourism Mix? Discuss briefly.
- State at least five (5) various variables that influence marketing organization.
- Identify the relevance of the marketing mix.

Question 5 (15 marks)

In the concept of customer relations state the following.

- Why the need for good customer relations.
- Methods of setting Customers.
- Attribute of an efficient marketing.

Question 6 (15 marks)

- Identify and list at least five (5) sources of information for tourism market segmentation.
- Define the terms “Distribution Cost Analysis”
- List at least eight (8) importation of Distribution Cost Analysis

