



**FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF TOURISM STUDIES  
NATIONAL OPEN UNIVERSITY OF NIGERIA**

**University Village, Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi Abuja  
2025\_2 EXAMINATIONS.**

---

**Course Title:** Tourism Sales and Marketing

**Course Code:** TSM 305

**Course Unit:** 2

**Time Allowed:** 2: 00hrs

**Instruction: Answer any three (3) Questions**

Question Four (1)

- 1(a). Briefly explain the term 'travel agent' 3.3 marks
- (c). State four (5) importance of travel agencies 5marks
- (c). Explain five (5) importance of Public Relations on tourism industry 15marks

Question Three (2)

- 2(a). Briefly explain with examples two (2) types of tour operators 5marks
- (b). Explain five (5) main factors considered in selecting potential destination by tour Operators 15 marks
- (c). Briefly explain the term 'Personal selling' 3.3marks

Question One (3)

- 3(a). Explain five (5) importance of marketing on tourism industry as an important sector of a government 15 marks
- (b). State three (3) tourism products as a service industry 3.3 marks
- (b). Mention five (5) characteristics of tourism services 5marks

Question Two (4)

- 4(a). Mention eight (8) major objectives of marketing research 8marks.
- (b). Briefly explain four (4) steps involved in conducting a marketing research 12marks.
- (c). Explain the term a 'tour operator' 3.3marks.