

NATIONAL OPEN UNIVERSITY OF NIGERIA

Faculty of Agricultural Sciences Dept. of Agricultural Economics and Extension 2020 2 Examination

Course Title: Tourism Sales and Marketing

Course Code: HCM305

Credit Unit: 2

Total Score: 70 Marks Time Allowed: 2½ hrs

Answer question 1 (25 marks) Compulsory and any 3 question (15marks)

- Q1i. Discuss the implication of any four Marketing Environments? (12marks)
- Q1ii. Examine the idea behind tourism sales and marketing? (6marks)
- Q1iii. Outline any 2 main areas covered by the sales and marketing concepts? (4marks)
- Q1iv. Describe the function of Tourism Marketing Research? (3marks)
- Q2ii. Outline the two sources of Tourism Information Systems? (6 marks)
- O2iii. Describe the channel of Information Flow used for effective communication? (3 marks)
- Q2iii. Discuss the forms of advertising? (6marks)
- Q3i. Examine any 5 relevance of Marketing to the economy of a nation? (10 marks)
- Q3ii. Write short notes on the following classes of Advertising? (5marks)
 - a. Product Advertising
 - b. Institutional Advertising
- Q4i. Describe the functions of any 4 of the following staff in the organizational set up of Travel Agency? (8 marks)
 - a. Managing Director
 - b. The Agency Manager
 - c. Operations Manager
 - d. Ticketing Staff
 - e. Supervisor
 - f. Secretary
 - g. Accountant
- Q4ii. Outline the objectives Market Segmentation? (4 marks)
- Q4iii. Identify any 3 Problems of Information in Tourism Marketing? (3 marks)
- Q5i. Write short notes on any two (3) of the following model of product cycle stages? (6marks)
 - a. Market Introduction Stage
 - b. Market Growth Stage

- c. Maturity Stage
- d. Decline Stage
- Q5ii. Discuss any 3 influential factors that affect Consumer Behaviour? (6marks)
- Q5iii. Describe the effect of Consumerism on restaurant customers in Nigeria? (3marks)
- Q6i. Examine the Sources of Revenue for Travel Agency (4 marks)
- Q6ii. Write short notes on any 3 of the following techniques for Market Research? (6 marks)
 - a. Desk research
 - b. Field research
 - c. Sample survey
 - d. Motivation research
 - e. Use of modes
- Q6iii. Outline the need for Customer Relations? (5 marks)