



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF TOURISM STUDIES
2024 1 EXAMINATION

Course Title: **Tourism Sales and Marketing**
Course Code: **TSM 305**
Course Unit: **2**
Time Allowed: **2: 00hrs**

Instruction: Answer question 1 and any other 2.

Question 1

- (A) List out the 5 Marketing Concepts. 10 marks
- (B) Discuss societal marketing concept 4 marks
- (C) Discuss 4 of the marketing concepts listed in 1(A) above. 16 marks

Question 2.

- (A) List any four of the features of tourism products. 5 marks
- (B) What did you understand by the term Tourism Marketing Information System? 15 marks

Question 3.

- (A) Highlight the various characteristics of Services Marketing. 10 marks
- (B) Discuss any of the two above. 10 marks

Question 4.

- (A) List 5 reasons why service classification is important in tourism. 10 marks
- (B) Highlight the various classifications of Tourism Services. 10 marks