



2020_2 EXAMINATION
DEPARTMENT OF TOURISM STUDIES
FACULTY OF SOCIAL SCIENCES

Course Title: **Tourism Sales and Marketing**

Course Code: **TSM 305**

Course Unit: 2

Time Allowed: 2: 00hrs

Instruction: Answer any three (3) Questions (All questions carry equal marks of 23.3).

Question (1a). Explain the term ‘tourism sales and marketing’. **(10.3 marks)**

Question (1b). State the four stages of sales and marketing evolution. **(4 marks)**

Question (1c). Explain four stages of sales and marketing evolution. **(9 marks)**

Question (2a). Describe the three components of tourism product. **(9.3 marks)**

Question (2b). Highlight main features of sales and marketing concept. **(3 marks)**

Question (2c). Explain the main features of sales and marketing concept. **(11 marks)**

Question (3a). Mention eight importance of marketing. **(4 marks)**

Question (3b). Explain any four of these importance of marketing. **(16 marks)**

Question (3c). Describe product life cycle. **(3.3 marks)**

Question (4a). Expantiate on the term ‘service’. **(3.3 marks)**

Question (4b). Describe the six general principles of services. **(20 marks)**

Question (5a). Enumerate nine techniques of public relations. **(9 marks)**

Question (5b). Briefly explain the term ‘marketing mix’. **(2.3 marks)**

Question (5c). State the four ‘Ps’ of marketing mix. **(2 marks)**

Question (5c). Discuss the factors determining distribution policy in tourism marketing. **(10 marks)**