



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF BUSINESS STUDIES

CERTIFICATE IN SALES AND MARKETING

BMK 1101: SALES AND MARKETING

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **FIVE** questions.
- Answer question **ONE (Compulsory)** and any other **TWO** questions.
- Do not write on the question paper

This paper consists of Two printed pages.

QUESTION 1 (Compulsory)

- a) Briefly describe Kotler's stimulus-response model that is used to explain consumer-buying behaviour. Illustrate your answer with a diagram. **(10 marks)**
- b) What is meant by market segmentation? Describe any **TWO** criteria used by marketers to segment markets of their products or services. **(10 marks)**
- c) Explain the following terms:
- i) Buying signals
 - ii) Feature-benefit presentation
 - iii) Sales presentation
 - iv) Prospecting **(10 marks)**

QUESTION 2

Customer buying decision objections usually fall into **FOUR** general areas: product, price, time and quantity. Explain these areas, and suggest ways which you would apply to off-set these objections. **(20 marks)**

QUESTION 3

- a) Who is a lead? How would you turn a lead into a prospect? **(5 marks)**
- b) Explain what is meant by post-purchase reassurance. **(5 marks)**
- c) Describe any **FIVE** sources of prospects. **(15 marks)**

QUESTION 4

- a) Briefly describe the consumer decision process for a new and complex purchase situation. **(10 marks)**
- b) Describe the following components of the marketing information system.
- i) The internal records system. **(10 marks)**
 - ii) The marketing intelligence system. **(10 marks)**

QUESTION 5

- a) Describe the typical steps in a marketing research process. **(10 marks)**
- b) Highlight the techniques a sales person would apply to lead the customer through the **FIVE** mental stages to a buying decision. **(10 marks)**