

TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

COURSE/CLASS: CERTIFICATE IN SALES AND MARKETING

UNIT CODE: BMK 1101

UNIT NAME: SALES AND MARKETING

SERIES: MAY 2016

PAPER DURATION: 2 Hours

INSTRUCTIONS TO CANDIDATES: Attempt Question 1 and any other two questions.

Question 1 is compulsory

Q1. Compulsory

- a) Selling is an important function in the life of an organization. Describe any FIVE requirements for success in selling (10 marks)
- b) Discuss the 5Ps in marketing (10 marks)
- c) Explain the importance of marketing in the economic development of a country like Kenya (10 marks)

Q2.

- a) A sales person has been assigned to sell cars. Explain any FIVE types of pre-approach information he may require (10 marks)
- b) Explain any FIVE tasks performed by marketing executives. (10 marks)

Q3.

- a) State any FIVE variables in demographic segmentation (10 marks)
- b) Explain the steps followed in making a sales demonstration (10 marks)

Q4.

- a) Explain any FIVE external environmental factors affecting marketing activities (10 marks)
- b) Mention any FOUR main features and FOUR benefits of any brand of mobile phone you have owned. Remember to specify the name of the phone in your answer (10 marks)

Q5.

- a) Explain how a sales person can go about increasing the chances of being accepted during a sales presentation (10 marks)
- a) Explain the meaning of the following terms as used in marketing:
 - i. Selling
 - ii. Product
 - iii. Client
 - iv. Probe
 - v. Sales promotion(10 marks)