

**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)