

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 qualities of a successful sales person.
- b) Differentiate between selling and marketing
- c) Explain the importance of marketing in the economic development of a country like Kenya

Q2.

- a) A sales person has been assigned to sell cars. Explain any FIVE sources of prospects for his products (10 marks)
- b) Discuss any FIVE marketing philosophies (10 marks)

Q3.

- a) State any FOUR bases for segmenting consumer markets (10 marks)
- b) Explain any FIVE approaches to handling of objections in selling (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 Certificate in Sales and Marketing course at Technical University of Mombasa? (10 marks)

Q5.

- a) Discuss the AIDA model as it is applied in selling (10 marks)
- a) Explain the meaning of the following terms as used in marketing:
 - i. Need
 - ii. Product
 - iii. Customer
 - iv. Market
 - v. Advertising(10 marks)