



# TECHNICAL UNIVERSITY OF MOMBASA

## SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

CERTIFICATE IN SALES AND MARKETING

### **BMK 1101 SALES MARKETING**

END OF SEMESTER EXAMINATIONS

**SERIES:** DECEMBER 2015

**TIME:** 2 HOURS

#### **INSTRUCTIONS:**

-This paper consists of **FIVE** questions

-Answer question **ONE (Compulsory)** and any other **TWO** questions

#### **QUESTION ONE (COMPULSORY)**

- a) Define the following terms
  - i) Selling (2 marks)
  - ii) Marketing (2 marks)
  - iii) Need (2 marks)
  - iv) Consumer (2 marks)
  - v) Promotion (2 marks)
  
- b) Highlight the difference between marketing and selling (10marks)
  
- c) State and briefly explain the four methods of communication used in promotion (10 marks)

#### **QUESTION TWO**

- a) State and briefly explain SIX functions of a sales person (12 marks)
  
- b) State and briefly explain the FOUR bases for segmenting consumer markets (8 marks)

#### **QUESTION THREE**

- a) Highlight the FOUR unique characteristics of a service (8 marks)
  
- b) Briefly explain the meaning of the following terms as used in Sales & Marketing

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|-------|--------------------|-----------|
| (i)   | Direct marketing   | (4 marks) |
| (ii)  | Advertising        | (4 marks) |
| (iii) | Sales presentation | (4 marks) |

**QUESTION FOUR**

- a) State and briefly explain the FOUR factors affecting consumer buying behavior (8 marks)
- b) Briefly explain any SIX roles performed by a sales person (12 marks)

**QUESTION FIVE**

The marketing environment consists of both the Micro environment and the Macro environment.

Describe these constituents and highlight the factors in each of them (20 marks)