



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

SECOND YEAR SECOND SEMESTER EXAMINATION FOR MODULE II

CRAFT CERTIFICATE IN BUSINESS MANAGEMENT

SALES AND MARKETING MODULE II

DATE: 6/9/2021

TIME: 8.30-11.30 AM

INSTRUCTIONS

Answer all the questions in this section

SECTION A 30 MARKS

1. State the importance of selling a product (5 marks)
2. Highlight any five characteristics of a sales person (5 marks)
3. Outline any five functions of sales and marketing department (5 marks)
4. State any five ways of attracting customers in an organization (5 marks)
5. Outline any five factors influencing consumer and organizations buying behaviour (5 marks)
6. State any five importance of studying consumer behavior (5 marks)

SECTION B 40 MARKS

Answer only TWO questions in this section

7. (a) State and explain the steps involved in decision making process. (12 marks)
(b) Highlight the importance of decision making in an organization (8 marks)
8. (a) Explain any five marketing tools. (10 marks)
(b) State and explain the marketing philosophies. (10 marks)
9. (a) State and explain ways of increasing the sales of a particular product in the market (10 marks)
(b) Highlight ways of ensuring that the customers in an organization are fully satisfied (10 marks)