



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year
SCHOOL OF BUSINESS AND ECONOMICS
DEPARTMENT OF BUSINESS ADMINISTRATION
SECOND YEAR SECOND TERM EXAMINATION FOR
CERTIFICATE IN BUSINESS MANAGEMENT
SALES AND MARKETIING

DATE: 10/6/2021

TIME: 8.30-11.30 AM

INSTRUCTIONS:

ANSWER ALL THE QUESTIONS IN SECTION A

ANSWER ONLY TWO QUESTIONS IN SECTION B

SECTION A

Answer all the questions in this section:

1. Define the following terms (5 marks)
 - a) Marketing
 - b) Sales
 - c) Enterprise
2. State the features of a good sales person (5 marks)
3. State the reasons for buying a product (5 marks)
4. State any five characteristics of a customer (5 marks)
5. Highlight the reasons why you think the customer is the most important person in the business (5 marks)
6. State any five ways which a sales and marketing manager can use to attract more customers to buy its products (5 marks)

SECTION B: 40 MARKS

Answer only two questions in this section

7. (a) Highlight the importance of sales and marketing (10 marks)
(b) State and explain the importance of studying consumer behaviour (10 marks)
8. With an aid of a diagram, explain the product life cycle (20 marks)

9. (a) State and explain the duties and responsibilities of a sales and marketing manager (10 marks)
- (b) Highlight the factors influencing consumer n buying of goods in the market (10 marks)