



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

..... YEAR SEMESTER EXAMINATION FOR

DIPLOMA IN BUSINESS MANAGEMENT

DIPLOMA IN SUPPLY CHAIN MANAGEMENT

SALES AND MARKETING

DATE:

TIME:

INSTRUCTIONS:

SECTION A(COMPULSORY)40 MARKS

QUESTION ONE

- a) Define the following terms: (10 marks)
 - i. Market
 - ii. Marketing
 - iii. Consumer behaviour
 - iv. Need
 - v. Want
- b) Differentiate between sales and Marketing. (5 marks)
- c) State FIVE importance of marketing. (5 marks)
- d) Explain the marketing concept. (5 marks)
- e) Explain the nature of services. (5 marks)
- f) State the significant of consumer behavior to marketing. (5 marks)
- g) State the scope of marketing. (5 marks)

SECTION B(ATTEMPT ANY THREE)60 MARKS

QUESTION TWO

- a) Explain FIVE factors affecting internal environment. (10 marks)
- b) Explain FIVE methods of segmenting consumer markets. (10 marks)

QUESTION THREE

- a) Explain FOUR factors that make it difficult to develop a new product. (8 marks)
- b) Explain the importance of branding to the following. (6 marks)
 - i. Seller
 - ii. Customer
 - iii. Distributor
- c) Explain THREE stages involved in marketing segmentation. (6 marks)

QUESTION FOUR

- a) Explain FIVE causes of a new product failure. (10 marks)
- b) Explain FIVE factors that affect consumer buying patterns. (10 marks)

QUESTION FIVE

- a) Explain FIVE factors to consider in selection of catering equipment. (10 marks)
- b) Explain FIVE factors that affect external marketing environment. (10 marks)