



MACHAKOS UNIVERSITY

University Examinations 2022/2023

DIRECTORATE TVET

SECOND YEAR FIRST TERM END OF TERM EXAM FOR

CRAFT IN BUSINESS MANAGEMENT 1906/2

MODULE 2

SALES AND MARKETING

DATE: 27/3/2023

TIME: 8:30 – 11:30 AM

INSTRUCTIONS TO CANDIDATES

*This paper consists of **two sections***

*Answer **ALL** questions in section A and any four in section B.*

Candidates should answer the questions in English

Section A (32 marks)

1. Identify two types of buying decisions (2 marks)
2. State four reasons that make marketing important to an organization (4 marks)
3. State the meaning of human needs (2 marks)
4. List three entities that can be marketed in Kenya. (3 marks)
5. State four psychological processes which may influence consumer's response in the buying process (4 marks)
6. State three reasons why companies adopt selling concept. (3 marks)
7. Outline two characteristics of innovators (4 marks)
8. State four pillars of marketing concept. (4 marks)
9. Differentiate between organizational markets and consumer markets (4 marks)
10. Define human wants (2 marks)

Section B (68 marks)

11. (a) Explain four reasons that make a brand name an important aspect in marketing. (8 marks)
(b) Outline six ways in which social class may influence consumer behaviour (9 marks)
12. (a) Highlight six role players in organizational buying. (9 marks)
(b) Outline four challenges that a sales person may encounter for failing to embrace Information Communication Technology when selling products. (8 marks)

13. (a) Outline four reasons that motivate firms to study consumer behaviour. (8 marks)
(b) Explain the stages in a consumer decision process (9 marks)
14. (a) Identify the relationship between sales and marketing (9 marks)
(b) Explain four sources from which a marketer can derive information for a new product (8 marks)
15. (a) Describe four forms of organizational markets (8 marks)
(b) Explain six causes of lower profits for a product at maturity state. (9 marks)