



MACHAKOS UNIVERSITY

University Examinations for 2021/2022 Academic Year

DIRECTORATE OF TVET

THIRD YEAR FIRST TERM EXAMINATION FOR
DIPLOMA IN FOOD AND BEVERAGE MANAGEMENT
SALES AND MARKETING-THEORY

DATE: 21/7/2022

TIME: 8.30-11.30 AM

INSTRUCTIONS

Answer question one and any other three questions:

SECTION A (COMPULSORY) (40 MARKS)

1. a) Define the following terms: (10 marks)
- i. Marketing
 - ii. Market
 - iii. Marketing Mix
 - iv. Pricing
 - v. Promotion
- b) State the Marketing concept. (5 marks)
- c) State FIVE importance of Sales and Marketing. (5 marks)
- d) Differentiate between Sales and Marketing. (5 marks)
- e) State FIVE elements that involve decisions with regard to product. (5 marks)
- f) State FIVE factors to consider before taking vital decisions on promotion. (5 marks)
- g) Identify FIVE personal qualities of a good salesman. (5 marks)

SECTION B (ATTEMPT ANY THREE) (60 MARKS)

2. a) Explain FIVE steps to be followed in the process of identifying the marketing mix. (10 marks)
- b) Explain FIVE factors affecting internal environment. (10 marks)
- 3 a) Describe elements of marketing mix. (10 marks)

- b) Explain the new product development process. (10 marks)
- 4 a) With an aid of a diagram, explain the stages that a product undergoes in the market from the time it is developed. (10 marks)
- b) Explain FIVE elements of promotion. (10 marks)
- 5 a) Explain FIVE factors affecting new product development. (10 marks)
- b) Explain the various methods used in determining the prices of a product. (10 marks)