



MACHAKOS UNIVERSITY

University Examinations 2022/2023

DIRECTORATE TVET

SECOND YEAR FIRST TERM END OF TERM EXAM FOR

DIPLOMA IN FOOD AND BEVERAGE

DIPLOMA IN CATERING AND ACCOMMODATION

MODULE 3

SALES AND MARKETING

DATE: 23/3/2023

TIME: 11:30 – 2:30 PM

Instructions to candidates

This paper consists two sections. Section **A** and **B**

Answer all questions in section **A** and any three questions in section **B** in the answer sheet provided

Maximum marks for each part of the question are as indicated.

Candidates to answer each question in English.

SECTION A (40 MARKS)

1. Explain the meaning of the following terms as used in sales and marketing
 - a. Demand
 - b. Consumer behaviour (4 marks)
2. Explain each of the following elements of a marketing mix.
 - a) Product
 - b) Place (4 marks)
3. Differentiate between customers' needs and customers' wants. (4 marks)
4. State four personal factors that may affect consumer behavior. (4 marks)
5. Highlight four psychological factors that may influence consumer behavior (4 marks)
6. Identify two benefits of adopting customer-oriented marketing concept. (4 marks)
7. Explain the consumer decision making process for routine products. (4 marks)
8. Outline four requirements of a successful market segmentation in an organization. (4 marks)
9. Identify four commercial sources from which a consumer may get information to satisfy a particular need. (4 marks)

10. Explain each of the following terms as used in sales and marketing
- a) Organizational consumer
 - b) Individual consumer
- (4 marks)

SECTION B (60 MARKS)

11. (a) Highlight three possible behaviours that a marketer is likely to experience from a dissatisfied customer (6 marks)
- (b) Explain three characteristics of organizational markets. (6 marks)
- (c) Identify four functions of a marketing manager in an organization (8 marks)
12. (a) Explain four bases upon which market segmentation may be established. (8 marks)
- (b) Distinguish between marketing and merchandizing. (8 marks)
- (c) Explain two ways in which reference groups may influence consumer buying decision. (4 marks)
13. (a) Explain five factors that may affect marketing mix elements in an organization. (10 marks)
- (b) Explain the consumer decision process for non-routine products. (10 marks)
14. (a) Explain four benefits of marketing segmentation. (8 marks)
- (b) Explain four factors in the external environment that may affect marketing in an organization. (8 marks)
- (c) Explain two demographic factors that may affect consumer behaviour. (4 marks)
15. (a) Describe two types of consumer behavior. (4 marks)
- (b) Identify three cultural elements that may affect consumer behavior. (6 marks)
- (C) Explain five marketing variables under the direct control of the management of an organization. (10 marks)