



**ALUPE UNIVERSITY**  
**COLLEGE**  
*... Bastion of Knowledge ...*

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OFFICE OF THE DEPUTY PRINCIPAL  
ACADEMICS, STUDENT AFFAIRS AND RESEARCH

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## UNIVERSITY EXAMINATIONS

### 2017 /2018 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER REGULAR EXAMINATION

**FOR THE DIPLOMA IN BUSINESS  
MANAGEMENT**

**COURSE CODE:**

**DSTE 05/DBM 07**

**COURSE TITLE:**

**SALES AND MARKETING**



**DATE: 4<sup>TH</sup>, MAY 2018**

**TIME: 2 PM – 5 PM**

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### INSTRUCTION TO CANDIDATES

- SEE INSIDE

**THIS PAPER CONSISTS OF 4 PRINTED PAGES**

**PLEASE TURN OVER**

**INSTRUCTIONS TO CANDIDATES**

- Answer Question **ONE** and any other **THREE** questions
- Question **ONE** carries 25 marks
- Do not write on the question paper

**Question One**

**(25 Marks)**

You attend the annual agricultural show in Busia town and meet students from Alupe secondary school Young Achievers Club (YAC). The students learn that you are a business management student at Alupe University College and approach you to clarify issues they heard during the official opening from the chief guest.

- (a) Linda the club's secretary of the club heard the chief guest encourage jua kali investors to adopt the marketing concept in order to gain a competitive edge on the market.
- (i) Other than the marketing concept, name any other four concepts to her. **(4 marks)**
- (ii) Explain to Linda what marketing concept is highlighting its pillars. **(6 marks)**
- (b) The jua kali investors were encouraged to have sales people to help in selling. Explain to the students at least five qualities a sales person must possess. **(5 marks)**
- (c) The students are keen to know what work sales people do. Describe to them at least five functions of a sales person. **(10 marks)**

**Question Two**

**(15 Marks)**

You are invited by the Busia County schools students' business forum as a key note speaker. You realize that some of the attendees are highly motivated and intend to begin small businesses in the local environs they come from.

- (a) (i) Differentiate a human need from a want to the attendees. **(2 marks)**

(ii) Using relevant examples state to the attendees any **four** things that can be marketed.

(4 marks)

(b) There are mistakes that sales managers make as they perform their duties. Describe to the attendees any four sales management blunders that sales managers need to avoid.

(4 marks)

(c) Since they may be beginning their businesses for the first time, explain to the attendees at least **five** importance of marketing department in a firm.

(5 marks)

### Question Three

(15 Marks)

“A public is any group that has actual or potential interest in or impact on an organization’s ability to achieve its objectives”.

(a) In light of this statement;

(i) List any three publics an organization may be exposed to. (3 marks)

(ii) State any three features of the marketing environment (3 marks)

(iii) Describe how suppliers and marketing intermediaries may affect how a business undertakes its operations. (4 marks)

(b) Explain any five macro environmental factors that businesses have to always scan in their operation. (5 marks)

### Question Four

(15 Marks)

(a) Differentiate consumer markets from industrial/ business markets (2 marks)

(b) (i) define market segmentation (2 marks)

(ii) State any **three** levels of segmentation (3 marks)

(c) Explain the major bases for segmenting consumer markets (8 marks)

### Question Five



(15 Marks)

(a) (i) Organizations are set up to fulfill consumer needs and very often, the actual customer making a purchase may not be doing so for himself or herself. In light of this and with relevant

examples differentiate the role of an initiator from influencer in consumer behaviour perspectives. **(4 marks)**

(ii) Personal factors are usually unique to a particular individual, but it is important that marketers should understand them to develop appropriate marketing mix for the target market. Describe at least **three** personal factors that determine consumer behaviour.

**(3 marks)**

(b) Describe the consumer decision making process.

**(8 marks)**

**Question Six**

**(15 Marks)**

A marketing intelligence system, which is a sub system of a marketing information system (MIS), is a set of procedures and data sources used by marketing managers to sift information from the environment that they can use in their decision making.

(a) (i) Usually scanning of the business environment is used to gather information and can be undertaken in a variety of ways. Differentiate formal search from informal search. **(4 marks)**

(ii) Within the MIS there are means of interpreting information in order to give direction to decisions. List any **four** models that a business enterprise can use in its MIS subsystem **(4 marks)**

(b) Marketing research process includes the systematic identification, collection, analysis and distribution of information for the purpose of knowledge development and decision making. Briefly describe the following steps in a marketing research process.

(i) Defining the problem **(2 marks)**

(ii) Data collection **(2 marks)**

(c) State any **three** roles of research information in marketing. **(3 marks)**

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