



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF BUSINESS STUDIES

DIPLOMA IN SALES AND MARKETING

BMK 2101: SALES OPERATIONS

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **FIVE** questions.
- Answer question **ONE (Compulsory)** and any other **TWO** questions.
- Do not write on the question paper

This paper consists of Two printed pages.

QUESTION 1 (Compulsory)

- a) Define the following terms:
- i) Prospect **(2 marks)**
 - ii) Customer **(2 marks)**
 - iii) A close **(2 marks)**
 - iv) An opportunity **(2 marks)**
 - v) Sales promotion **(2 marks)**
- b) Explain the various differences between marketing and selling. **(10 marks)**
- c) What are the various functions of a sales person? **(10 marks)**

QUESTION 2

- a) Discuss the steps in the selling process. **(12 marks)**
- b) Explain the advantages of an effective marketing communication. **(8 marks)**

QUESTION 3

- a) List and explain various challenges in selling to industrial markets. **(10 marks)**
- b) Give **FIVE** reasons why selling in a shop has become complicated. **(10 marks)**

QUESTION 4

- a) Explain the various characteristics of services. **(10 marks)**
- b) Discuss the process of selling across the product life cycle. **(10 marks)**

QUESTION 5

- a) Define what is trouble shooting. **(2 marks)**
- b) Explain the steps to deal with customer complaints. **(8 marks)**
- c) Give **FIVE** ways of how trouble shooting is carried out. **(10 marks)**