

LAIKIPIA



UNIVERSITY

# UNIVERSITY EXAMINATIONS

**FIRST SEMESTER 2025/2026 ACADEMIC YEAR**

**FIRST YEAR EXAMINATION FOR THE DEGREE OF  
BACHELOR OF EDUCATION ARTS**

**BUS 112: SALES MANAGEMENT AND MARKETING**

***STREAM: YISI BED ARTS***

***TIME: 2 HRS***

***DAY: THURSDAY [11.30 A.M-1.30 P.M] DATE: 5/02/2026***

**THIS QUESTION PAPER CONSISTS OF TWO (2) PAGES**

**PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.**

***Instructions: Answer question ONE and any other TWO questions***

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**Question ONE**

- a) Distinguish between selling and marketing from the following aspects; focus, approach, goal, interaction and process. **(10mks)**
- b) Since selling is the backbone of business success, discuss the key benefits of selling function in an organization. **(10mks)**
- c) Differentiate between production, selling and marketing orientations. **(10mks)**

**Question TWO**

Suppose you have been hired as a sales person;

- a) Describe the process of undertaking the selling task **(10mks)**
- b) Explain how you will handle objections, rejection or refusals **(10mks)**

**Question THREE**

- a) The diverse nature of buying means that there are several types of sales persons. Explain. **(10mks)**
- b) While describing the crucial stages in sales planning process, examine the importance of setting sales objectives. **(10mks)**

**Question FOUR**

- a) A marketing mix is a strategic framework that covers the key elements of marketing. Explain. **(10mks)**
- b) Explain the meaning of ‘push’ and ‘pull’ promotional techniques. How can each help the salesperson to plan sales more effectively? **(10mks)**