

1906/206
SALES AND MARKETING
November 2022
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL
CRAFT CERTIFICATE IN BUSINESS MANAGEMENT

MODULE II

SALES AND MARKETING

3 hours

INSTRUCTIONS TO CANDIDATES

*This paper consists of 15 (FIFTEEN) questions in TWO sections; A and B.
Answer ALL the questions in Section A and any FOUR questions from Section B in the answer booklet provided.*

Candidates should answer the questions in English.

This paper consists of 3 printed pages.

Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.

SECTION A (32 marks)

Answer ALL the questions in this section.

1. List **four** characteristics of the introduction stage of the product life cycle. (4 marks)
2. State **three** consumer oriented pricing methods which marketers may use to sell products. (3 marks)
3. List **three** types of utilities that are provided by distribution channels to consumers. (3 marks)
4. State **three** sources of information from which buyers may obtain product information. (3 marks)
- ✓ 5. List **three** ways in which marketers may know that customers are dissatisfied. (3 marks)
- ✓ 6. List **four** reasons why salespeople may find it difficult to close a sale. (4 marks)
- 7. List **two** requirements that may make a prospect eligible to buy a product. (2 marks)
- ✓ 8. List **three** challenges faced by salespeople. (3 marks)
- ✓ 9. List **four** types of advertisements that may be used to promote products. (4 marks)
- ✓ 10. List **three** ways in which a firm applies the product concept. (3 marks)

SECTION B (68 marks)

Answer any FOUR questions from this section.

11. (a) Outline **six** reasons why products should be labelled. (9 marks)
- (b) Outline **four** types of services provided by a customer care department. (8 marks)
12. (a) Explain **six** roles performed by intermediaries in the distribution process. (9 marks)
- (b) Outline **four** external forces that may influence consumer behaviour. (8 marks)
13. (a) Outline **six** advantages of using cold canvassing method to obtain prospects. (9 marks)
- (b) Explain **four** reasons why firms adopt the marketing concept. (8 marks)
14. (a) Outline **six** factors that may influence a firm's pricing decisions. (9 marks)
- (b) Outline **four** advantages of using personal selling. (8 marks)
15. (a) Outline **six** causes of objections during the selling process. (9 marks)
- (b) Outline **four** decisions that marketers make when developing a sales promotion programme. (8 marks)

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