

1906/206
SALES AND MARKETING
July 2023
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.

Answer any FOUR questions from section B.

Write your answers 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 **three** ways in which a firm may promote society's well-being by adopting societal marketing concept. (3 marks)
2. List **three** factors that may make a consumer to be highly involved in the purchase process. (3 marks)
3. List **three** circumstances under which slow penetration strategy is used in launching a new product. (3 marks)
4. State **four** reasons why marketing is important to an organisation. (4 marks)
5. List **four** factors that may determine the type of product promotion method to be used by a firm. (4 marks)
6. State **three** benefits that a marketing firm may derive from giving customers discounts. (3 marks)
7. List **three** types of distribution channels which a firm may use to reach customers. (3 marks)
8. State **three** aspects which a customer may negotiate for when buying a product. (3 marks)
9. List **three** guidelines to effective prospecting. (3 marks)
10. State **three** reasons why salespersons should be confident when performing their duties. (3 marks)

SECTION B (68 marks)

*Answer any **FOUR** questions from this section.*

11. (a) Describe **four** pillars on which the marketing concept is based. (8 marks)
- (b) Outline **six** reasons why a customer may have a negative attitude towards a product. (9 marks)
12. (a) Outline **four** benefits that a firm may derive from using cost-based pricing method. (8 marks)
- (b) Highlight **six** objectives of the selling function. (9 marks)
13. (a) Explain **four** measures which a manufacturing firm may take to minimise customers' complaints. (8 marks)
- (b) Outline **six** advantages of product demonstration. (9 marks)
14. (a) Explain **four** challenges that salespeople may face when prospecting. (8 marks)
- (b) Outline **six** factors which may influence the choice of distribution channels used by a firm. (9 marks)
15. (a) Highlight **six** causes of sales decline of a firm's products. (9 marks)
- (b) Explain **four** reasons for advertising products on digital media. (8 marks)

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