

1902/202
MARKETING COMMUNICATION
November 2017
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL
CRAFT CERTIFICATE IN SALES AND MARKETING
MODULE II

MARKETING COMMUNICATION

3 hours

INSTRUCTIONS TO CANDIDATES

This paper consists of TWO sections; A and B.
Answer ALL 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.

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SECTION A (32 marks)*Answer ALL questions in this section.*

1. State **four** limitations of using a mobile phone to communicate to the customers. (4 marks)
2. Outline **three** ways in which an organization may benefit from using coupons as a sales promotion tool. (3 marks)
3. State **three** personal channels of communication used by firms to convey a marketing message. (3 marks)
4. Outline **three** roles of advertising agencies in marketing. (3 marks)
5. List **three** limitations of communicating to customers through electronic mail. (3 marks)
6. State **three** characteristics of direct marketing as a marketing communication tool. (3 marks)
7. List **three** reasons why a firm may prefer to use personal selling to promote its products. (3 marks)
8. Outline **three** methods that a firm may use to set an advertising budget. (3 marks)
9. Outline **three** disadvantages of using non-verbal communication to convey a message to a customer. (3 marks)
10. State **four** qualities of an effective sales person. (4 marks)

SECTION B (68 marks)*Answer any FOUR questions from this section.*

11. (a) Funzo Limited is in the process of designing its marketing communication mix. Outline **six** factors it will consider when carrying out this activity. (9 marks)
- (b) Explain **four** areas on which an organisation should train its salesforce. (8 marks)
12. (a) Pepe Limited uses newspapers to advertise its products. Explain **six** possible advantages of using this medium. (9 marks)
- (b) Explain **four** reasons why a customer may respond negatively to a marketing communication. (8 marks)

13. (a) Meta Limited intends to use a sales promotion campaign for its products. Outline **six** objectives it may be seeking to achieve through the campaign. (9 marks)
- (b) Explain **four** factors that a firm should consider when setting an advertising budget. (8 marks)
14. (a) Mr. Kiptoo, a marketing manager at Lulu Limited, intends to evaluate the company's salesforce. Highlight **six** methods that he may use to carry out the exercise. (9 marks)
- (b) Explain **four** ways in which firms can make use of customer databases. (8 marks)
15. (a) Many firms are increasingly using sponsorship to promote their products. Outline **six** reasons for this preference. (9 marks)
- (b) Explain **four** causes of customer objections during a sales presentation. (8 marks)

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