

Name: \_\_\_\_\_ Index No. \_\_\_\_\_

2802/302

2920/302

SALES AND MARKETING

Oct./Nov. 2014

Time: 3 hours

Candidate's Signature: \_\_\_\_\_

Date: \_\_\_\_\_



THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN FOOD AND BEVERAGE MANAGEMENT  
DIPLOMA IN BAKING TECHNOLOGY  
MODULE III

SALES AND MARKETING

3 hours

INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided above.

Sign and write the date of examination in the spaces provided above.

This paper consists of TWO sections, A and B.

Answer ALL questions in section A, questions 11 and 14 and any other ONE question from section B in the spaces provided in this question paper.

Marks for each part of a question and section are as indicated.

Do NOT remove any pages from this booklet.

Candidates should answer the questions in English.

For Examiner's Use Only

Section	Question	Maximum Score	Candidate's Score
A	1 - 10	40	
B	11	20	
	14	20	
		20	
TOTAL SCORE		100	

This paper consists of 16 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 (40 marks)**

*Answer ALL the questions in this section in the spaces provided after each question.*

1. Explain the meaning of each of the following terms as used in sales and marketing:

(a) consumer behaviour; (2 marks)

---

---

---

---

(b) personal selling. (2 marks)

---

---

---

---

2. Outline **four** factors that the management of an organisation may consider when selecting an intermediary through whom to distribute products. (4 marks)

---

---

---

---

3. State **four** reasons that make it necessary for an organisation to have a sales department. (4 marks)

---

---

---

---

4. State **four** characteristics of the maturity stage in the product life cycle. (4 marks)

---

---

---

---

5. State **four** disadvantages of giving free samples during sales promotions. (4 marks)

---

---

---

---

6. Explain each of the following elements of the marketing mix:

(a) product; (2 marks)

---

---

---

---

(b) place. (2 marks)

---

---

---

---

7. Outline **four** details that salespersons should have about the company they represent. (4 marks)

---

---

---

---



8. State **four** reasons that make a brand name an important aspect in marketing. (4 marks)

---

---

---

---

9. Identify **eight** demographic variables that the management of an organisation may consider when segmenting a market. (4 marks)

---

---

---

---

---

---

---

---

10. Distinguish between geographical and dual pricing as applied in organisations. (4 marks)

---

---

---

---



**SECTION B (60 marks)**

*Answer questions 11 and 14 and any other ONE from this section in the spaces provided after question 15.*

11. (a) State **four** reasons that may make an organisation fail to meet its sales targets. (4 marks)
- (b) Explain **three** circumstances under which personal selling may be appropriate for an organisation. (6 marks)
- (c) Outline **five** benefits that the management of an organisation may derive from selling products through wholesalers. (10 marks)
12. (a) Salespersons are sometimes unable to close sales. Explain five reasons that may account for this inability. (10 marks)
- (b) Explain **five** benefits that an organisation may derive from market segmentation. (10 marks)
13. (a) Explain **two** ways in which a reference group may influence a customer's buying decision. (4 marks)
- (b) Explain **four** advantages of advertising bakery products through the television. (8 marks)
- (c) Explain **four** societal factors that should be considered when developing a new product. (8 marks)
14. (a) Outline **four** factors that should be considered when choosing a method of product promotion. (4 marks)
- (b) State **four** factors in the external environment that may affect marketing in an organisation. (4 marks)
- (c) Explain **six** advantages of personal selling. (12 marks)
15. (a) Explain **four** internal factors that the management of an organisation may consider when determining the price of a product. (8 marks)
- (b) Explain **six** reasons that make good packaging an important aspect in the baking industry. (12 marks)