

2802/302
2920/302
SALES AND MARKETING
June/July 2018
Time: 3 hours



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

*You should have an answer booklet for this examination.
This paper consists of FIFTEEN questions in TWO sections; A and B.
Answer ALL the questions in section A and any THREE questions from section B in the answer booklet provided.
Maximum marks for each part of a question are indicated.
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 (40 marks)

Answer ALL the questions in this section.

1. Highlight **four** marketing variables that are not under the control of the management of an organization. (4 marks)
2. Explain **two** limitations of undifferentiated marketing. (4 marks)
3. State **four** reasons that make marketing an important function in an organization. (4 marks)
4. Distinguish between prestige pricing and odd pricing. (4 marks)
5. Outline **four** strategies that the management of an organization may adopt when a product is at the decline stage. (4 marks)
6. Highlight **four** psychological factors that may influence consumer buying behaviour. (4 marks)
7. Highlight **four** benefits that a customer may derive from shopping from a supermarket. (4 marks)
8. Outline **four** ways in which marketing information may be useful to producers. (4 marks)
9. State **four** services that a retailer may provide to a consumer. (4 marks)
10. Explain **two** methods of sales promotion. (4 marks)

> Door to door
-> social media

easyvet.com

Functions of marketing
- Doing sales
- Marketing
- Acceptability
- Create price
- In distribution

Disney
Disney

SECTION B (60 marks)

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

11. (a) Explain **five** types of markets on the basis of place. (10 marks)
- (b) Explain **two** demographic factors that may influence consumer behaviour. (4 marks)
- (c) Explain **three** benefits that an organization may derive from identifying potential consumers. (6 marks)
12. (a) Explain **four** ways in which the political environment may affect business operations. (8 marks)
- (b) Products may be classified on the basis of market segments in which they are sold. Explain **four** such classifications. *Demographic, Physical, religion, geographic, geo-ethnic* (4 marks)
- (c) Explain **four** methods used by marketers while prospecting for new customers. (8 marks)
13. (a) Zesco Limited developed a new product that has become a brand name. Explain **four** benefits that may accrue to Zesco from the brand name. (8 marks)
- Seventy* (b) Outline **four** objectives that sales promotion seeks to achieve in an organization. (4 marks)
- (c) Explain **four** types of information that salespersons should have on the products that they are selling. (8 marks)
14. (a) Explain **four** roles of a sales manager in an organization. (8 marks)
- (b) Outline **four** criteria used by sales department to evaluate the performance of salespersons. (8 marks)
- (c) Outline **four** functions of distribution agents. (4 marks)
15. (a) Explain **six** factors that should be considered when choosing a distribution channel. (12 marks)
- (b) Explain **four** methods used by producers in setting prices of their products. (8 marks)
- ok card plus*

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