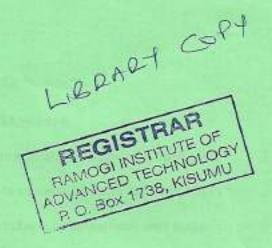
2802/302 2920/302 SALES AND MARKETING June/July 2021 Time: 3 hours





#### 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

This paper consists of TWO sections; A and B.

Answer ALL 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 as shown.

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)

# plantantine Jours miles Answer ALL the questions in this section.

State four personality traits of a successful sales person. 1. (4 marks) 2 Highlight four external sources of new product ideas. (4 marks) 3. Explain two limitations of market segmentation. (4 marks). 4. Outline four tasks that are carried out by a sales person in the course of duty. (4 marks) Outline four circumstances under which a short chain of distribution may be appropriate for an 5. organization. (4 marks) State four consumer promotional tools that a sales-person may employ to stimulate quick 6. market response. -7 by 2 of 1 pit poor (4 marks) Explain two factors that are responsible for the growth of the modern concept of marketing, (4 marks) 8. Identify four types of consumer buying patterns. (4 marks) State the four Cs of a marketing mix that have been derived from the original four Ps. 9. Cash (4 marks) 10. Highlight four causes of adverse sales volume variance in an organization. (4 marks)

# SECTION B (60 marks)

# Answer any THREE questions from this section.

(11)	(a)	Explain the stages of the product life cycle.	(10 marks)
	(b)	Prolyx Limited has adopted a policy of changing product package period three objectives that the firm aims to achieve through such policy.	fically. Explain (6 marks)
	(c)	Outline four roles performed by channels of distribution.	(4 marks)
12.	(a)	Explain five benefits that an organization may derive from pursuing the market-oriented business approach. (10 marks)	
	(b)	Outline the steps involved in the buying process.	(5 marks)
	(c)	Outline the steps involved in the buying process.	(5 marks)

- (a) Explain five criteria that should be satisfied for market segmentation to be effective.
   (10 marks)
  - (b) Some firm's have adopted the use of the internet to achieve marketing objectives.

    Explain five benefits that the firms may derive form this approach. (10 marks)
- (a) Explain four reasons that support the skimming price policy for a product in its introduction stage. (8 marks)
  - (8 marks) Explain four circumstances under which sales promotion may be appropriate in marketing.
    - (c) Outline four factors that may determine the size of a sales territory allocated to a sales person. (4 marks)
- 15. (a) Explain five functions of the marketing department in an organization. (10 marks)
  - (b) Differentiate between the following marketing concepts:
    - the production concept;
    - (ii) the product concept.

(4 marks)

 (c) Explain three trends in the economic environment that may negatively affect the purchasing power of customers in a market.
 (6 marks)

THIS IS THE LAST PRINTED PAGE.