

1. (a) Describe **five** aspects of the selling concept as applied by companies today. (10 marks)
(b) Explain **five** legislations likely to affect the operations of a business in Kenya. (10 marks)
2. (a) Describe **five** stages of Maslows Hierarchy of Needs in relation to the need for shelter. (10 marks)
(b) Explain **five** areas in which a company can differentiate itself from others in order to remain competitive. (10 marks)
3. (a) Explain **five** factors that may influence the product mix of a company dealing in consumer goods. (10 marks)
(b) Describe **five** characteristics of a product that is in its maturity stage in the product life cycle. (10 marks)
4. (a) Explain **five** factors that should be considered when adopting value based pricing. (10 marks)
(b) Jomu Ltd is an appointed distributor of soft drinks. Highlight **five** functions that the company can play as a distributor. (10 marks)
5. (a) Mlango Ltd has been advised to use newspapers to advertise its products. Explain **five** benefits of using this media. (10 marks)
(b) Explain **five** roles of customer care services in an organization. (10 marks)
6. (a) Discuss **four** marketing principles that companies are expected to follow to meet the changing needs of the society. (8 marks)
(b) Janet is a newly recruited salesperson. Describe **six** steps of the personal selling process she is likely to follow. (12 marks)
7. (a) Explain **four** ways in which a manufacturer may use to classify consumer goods. (8 marks)
(b) Explain **six** environmental factors that influence the business buying behaviour. (12 marks)