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**PRINCIPLES AND PRACTICE
OF MARKETING**
November 2018
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL
DIPLOMA IN SUPPLY CHAIN MANAGEMENT
DIPLOMA IN COOPERATIVE MANAGEMENT
DIPLOMA IN INVESTMENT MANAGEMENT
DIPLOMA IN MARITIME TRANSPORT LOGISTICS
DIPLOMA IN HUMAN RESOURCE MANAGEMENT

PRINCIPLES AND PRACTICE OF MARKETING

3 hours

INSTRUCTIONS TO CANDIDATES

*This paper consists of SEVEN questions.
Answer any FIVE questions in the answer booklet provided.
All questions carry equal marks.
Candidates should answer the questions in English.*

This paper consists of 2 printed pages.

Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.

1. (a) Benta Limited has adopted the product philosophy in its marketing operation. Explain **five** disadvantages of adopting this philosophy. (10 marks)
- (b) Explain the importance of pricing in a marketing organisation. (10 marks)
2. (a) Outline **five** variables in the demographic environment that may affect the marketing strategy of a firm. (10 marks)
- (b) Panda Limited is in the process of segmenting its markets. Explain **five** factors that the firm may consider when carrying out the exercise. (10 marks)
3. (a) Explain **five** factors that may influence the adoption rate of an innovation. (10 marks)
- (b) Outline **five** role players in the organisational buying process. (10 marks)
4. (a) Pemba Limited has employed several customer care representatives. Explain **five** duties that these personnel perform for the firm. (10 marks)
- (b) Explain **five** internal factors that may influence consumer behaviour. (10 marks)
5. (a) Outline **five** services that wholesalers provide to manufacturers in product distribution. (10 marks)
- (b) Explain **five** reasons why a firm should adopt the right marketing mix for its products. (10 marks)
6. (a) Sheba Limited has a large product mix. Explain **five** strategies that the firm may adopt to manage the product mix. (10 marks)
- (b) Explain **five** benefits that may accrue to a firm that advertises its product using e-mail. (10 marks)
7. (a) Outline **five** circumstances under which a firm may initiate price increase. (10 marks)
- (b) Maua Limited often promotes its products through sales promotion. Outline **five** limitations of this method. (10 marks)

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