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**PRINCIPLES AND PRACTICE OF  
MARKETING**

July 2019

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 both pages are printed as indicated and that no questions are missing.**

1. (a) Describe **four** steps in the marketing process. (8 marks)
- (b) Explain **six** micro-environmental factors that may affect a firm's ability to serve its customers. (12 marks)
2. (a) Highlight **five** goals that a marketing manager may set for an organisation. (10 marks)
- (b) Explain **five** benefits that a marketing firm may derive from segmenting its market. (10 marks)
3. (a) Mr. Jones is a marketing manager at Kenneal Limited. Explain **five** reasons why he should understand consumer behaviour. (10 marks)
- (b) Outline **five** challenges that a consumer may face when buying products online. (10 marks)
4. (a) Outline **four** categories into which consumer products are classified. (8 marks)
- (b) Nepa Limited is in the process of setting prices for its new products. Explain **six** objectives that the firm may seek to achieve through pricing. (12 marks)
5. (a) Explain **five** reasons why a firm opts to distribute its products directly to customers. (10 marks)
- (b) Stone Limited uses outdoor advertising for its products. Highlight **five** advantages of using this media. (10 marks)
6. (a) A client has visited the customer care desk at Tana Limited. As a customer care producer, outline **five** ways in which you may create a good relationship with the client. (10 marks)
- (b) Explain **five** mistakes that a firm may make when segmenting its market. (10 marks)
7. (a) Digato Limited manufactures branded electronic products. Highlight **five** advantages that the firm may gain from manufacturing such products. (10 marks)
- (b) Outline **five** environmental factors that influence distribution of a firm's products. (10 marks)

**THIS IS THE LAST PRINTED PAGE.**

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