

2903/205 2924/202
2907/205 2925/205
2914/205 2926/205
**PRINCIPLES AND PRACTICE
OF MARKETING**
November 2022
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**DIPLOMA IN SUPPLY CHAIN MANAGEMENT
DIPLOMA IN COOPERATIVE MANAGEMENT
DIPLOMA IN ENTREPRENEURSHIP
DIPLOMA IN INVESTMENT MANAGEMENT
DIPLOMA IN MARITIME TRANSPORT LOGISTICS
DIPLOMA IN HUMAN RESOURCE MANAGEMENT**

MODULE II

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) Explain five circumstances under which an organization may modify its channel arrangements. (10 marks)
- (b) Cello Limited is operating in an industry with high levels of competition. Outline five negative effects of such competition on the firm's operations. (10 marks)
2. (a) Explain five benefits that a firm may derive from using celebrity endorsements to promote its products. (10 marks)
- (b) Koni Limited distributes its products using indirect channels. Outline five limitations that the firm may face from using such channels. (10 marks)
3. (a) Explain five factors that an organization may consider when selecting the type of media to use in product promotion. (10 marks)
- (b) Bunga Limited uses the differentiated market coverage strategy to serve its target markets. Outline five costs that the firm may incur by using this strategy. (10 marks)
4. (a) Explain five reasons why many firms have a self service option as a customer care strategy. (10 marks)
- (b) Outline five strategies that an organization may use to enhance consumer learning. (10 marks)
5. (a) Kanto Limited, a newly established firm intends to apply the societal marketing concept in its marketing activities. Explain five ways in which the firm may apply the concept. (10 marks)
- (b) Outline five measures that an organization may take to extend the life cycle of a product at the decline stage. (10 marks)
6. (a) Explain five instances when a firm may decide to increase the prices of its products. (10 marks)
- (b) Outline five limitations of the marketing mix concept as applied in marketing. (10 marks)
7. (a) Explain five factors that may affect the rate of adoption of innovations in the market. (10 marks)
- (b) Ms Sophia intends to buy a laptop. Outline five factors that she will consider when evaluating the laptop to buy. (10 marks)

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