

Name _____

Index No. _____

2902/202

MARKETING MANAGEMENT

July 2015

Time: 3 hours

Candidate's Signature _____

Date _____



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**DIPLOMA IN SALES AND MARKETING
MODULE II**

MARKETING MANAGEMENT

3 hours

INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided above.

Sign and write the date of the examination in the spaces provided above.

This paper consists of SEVEN questions.

Answer any FIVE questions in the spaces provided in this question paper.

All questions carry equal marks.

Do NOT remove any pages from this question paper.

Candidates should answer the questions in English.

For Examiner's Use Only

Question	1	2	3	4	5	6	7	TOTAL SCORE
Candidate's Score								

This paper consists of 16 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) Explain **five** factors that a firm should consider when designing a promotion mix. (10 marks)
(b) Explain **five** types of costs that may be incurred when using a differentiated market coverage strategy for target markets. (10 marks)
2. (a) Describe the main stages in the organizational buying process. (12 marks)
(b) Explain **four** roles of marketing in the society. (8 marks)
3. (a) Ultimate Limited is a new company and is in the process of determining prices for its products. Explain the steps it will follow in the pricing process. (12 marks)
(b) Describe **four** categories of new products that a firm may offer. (8 marks)
4. (a) Explain **four** emerging trends that a firm should consider in its marketing operations in order to be competitive. (8 marks)
(b) Jade Enterprise intends to sell its products through a retailer. Explain **six** functions that a retailer will perform. (12 marks)
5. (a) Ivy Options Limited is a marketing bureau offering a variety of services. Explain **five** ways by which it may reduce the intangibility of its services. (10 marks)
(b) Explain **five** limitations of a sales promotion campaign. (10 marks)
6. (a) Webb Limited has invested heavily in expansion of its product portfolio. Explain the methods that it may use to position these products competitively in the market. (10 marks)
(b) Explain **five** strategies that a firm may use to extend the product life cycle of its products. (10 marks)
7. (a) Describe **five** components of the micro-environment that influence a firm's marketing activities. (10 marks)
(b) Many organizations are increasingly using exhibitions to promote their products. Explain the reasons for this trend. (10 marks)