

2902/202  
MARKETING MANAGEMENT  
July 2017  
Time: 3 hours



**THE KENYA NATIONAL EXAMINATIONS COUNCIL**

**DIPLOMA IN SALES AND MARKETING**

**MARKETING MANAGEMENT**

**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 **four** circumstances under which a marketing firm may opt to sell its products directly to its customers. (8 marks)
- (b) Explain **six** personal factors which may influence a consumer's buying decision making process. (12 marks)
2. (a) Metto Limited has realized that its competitor has reduced the prices of its product. Explain **five** decisions which the firm may make in reaction to this action in order to remain competitive. (10 marks)
- (b) Outline **five** roles performed by the sales force of an organization. (10 marks)
3. (a) Pima Oil, a product of Base Limited, is in the decline stage of the product life cycle. Explain **six** decisions that the firm may take to manage the product. (12 marks)
- (b) Describe **four** forms of segmented pricing which may be used by a marketing firm. (8 marks)
4. (a) Explain **five** challenges which a firm may face due to poor relationship with its customers. (10 marks)
- (b) Explain **five** reasons why firms are increasingly using modern technology in their marketing operations. (10 marks)
5. (a) Shine Limited offers cleaning services in Thika town. The firm has been experiencing very high demand for its services. Explain **five** strategies that the firm may adopt to cope with the demand. (10 marks)
- (b) Explain **five** reasons why marketers should understand consumer behaviour. (10 marks)
6. (a) Explain **four** factors which a firm may consider when choosing market targeting strategies to adopt. (8 marks)
- (b) Explain **six** ways in which a firm may manage the quality of its services. (12 marks)
7. (a) The natural environment is an important component of the marketing environment. Outline **four** measures which a firm may take to protect it. (8 marks)
- (b) Explain **six** instances when a firm may use informative advertising to promote its products. (12 marks)

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