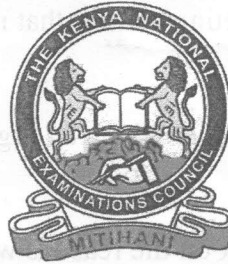


2902/302
**MARKETING PLANNING AND
CONTROL**
November 2018
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**DIPLOMA IN SALES AND MARKETING
MODULE III**

MARKETING PLANNING AND CONTROL

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) Spatter Limited made some errors when carrying out sales forecasting last year. Explain **five** possible causes of the errors. (10 marks)
- (b) Outline **five** strategies that an organisation may use to position its product competitively in the market. (10 marks)
2. ✓ (a) Explain **four** types of marketing control that may be used by a firm in its operations. (8 marks)
 - Budgeting
 - Promotion
- (b) Explain **six** circumstances under which an organisation may use exclusive distribution strategy to serve its market. (12 marks)
3. ✓ (a) Mr. Kisilu is preparing a talk on the reasons why marketers should plan their marketing activities. Outline **six** reasons that he may include in his talk. (12 marks)
- (b) Describe the 'SWOT' analysis concept as used in marketing management. (8 marks)
 - Strength Opportunity
 - Weakness Threats
4. ✓ (a) A marketing consultant has advised Spot Limited to consider using full coverage strategy to penetrate its market. Explain **five** benefits the company is likely to derive from taking up this decision. (10 marks)
 - Development of new skills
 - Enlargement of the company
 - Product awareness
- (b) Outline **five** reasons why a firm may adopt various promotions strategies in its marketing activities. (10 marks)
 - To create awareness
 - To be able to increase the sales
 - To have a wide market share.
5. ✓ (a) Describe the first **six** stages followed in the *strategic marketing planning* process. (12 marks)
- (b) Outline **four** limitations of the Boston Consulting Group (BCG) matrix as a tool of portfolio analysis. (8 marks)
6. ✓ (a) Brilliant Limited intends to improve the quality of its marketing intelligence. Explain **five** ways through which the firm can achieve this. (10 marks)
- (b) Explain **five** reasons why a firm revises its marketing plans regularly. (10 marks)
7. ✓ (a) Outline **four** types of diversification strategies that a firm may use to enhance its competitiveness. (8 marks)
- (b) Steta Limited is in the process of preparing an advertising budget. Explain **six** factors that the firm should consider when preparing the budget. (12 marks)

price ✓
 place ✓
 promote ✓
 place ✓
 place ✓
 price ✓
 promotion ✓
 place ✓

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