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Index No. _____

2902/305

3176

STRATEGIC PLANNING IN
SALES AND MARKETING

July 2015

Time: 3 hours

Candidate's Signature _____

Date _____



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**DIPLOMA IN SALES AND MARKETING
MODULE III**

**BUSINESS EDUCATION SINGLE AND GROUP CERTIFICATE EXAMINATIONS
STAGE III**

STRATEGIC PLANNING IN SALES AND MARKETING

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** benefits that a firm derives from strategic planning. (10 marks)
(b) Mr Wendy, a sales coordinator, is analysing the sales channels of Lenana Limited. Explain the purpose of this exercise. (10 marks)
2. (a) Ms Mwakisha, the proprietor of Kilifi Limited, has introduced field training for her salesforce. Explain **six** objectives of this kind of training. (12 marks)
(b) Explain **four** ways by which a salesperson may overcome objections from prospects during sales presentations. (8 marks)
3. (a) Describe **four** strategies that a salesperson may use to build credibility with prospects. (8 marks)
(b) A firm's sales may be affected by various environmental factors. Describe **six** such factors. (12 marks)
4. (a) Salespeople are expected to plan for a sales call at all times. Explain **five** reasons for this. (10 marks)
(b) Explain **five** roles that Information Communication and Technology (ICT) plays in customer relationship management. (10 marks)
5. (a) Sales representatives perform various tasks for a company. Describe **six** such tasks. (12 marks)
(b) A mobile phone is a very important tool to a salesperson. Explain **four** ways in which it is used. (8 marks)
6. (a) Mr Opiyo, a sales manager at Lakeview Limited, is intending to evaluate the salesforce. Explain **five** methods that he may use to do so. (10 marks)
(b) Describe **five** prospecting strategies that a salesperson may use to develop leads. (10 marks)
7. (a) Explain **five** requirements that a sales forecasting system should meet in order to be useful in decision making. (10 marks)
(b) Muiruri, a sales manager of Duniyu Limited, is preparing a sales plan for the next quarter of the year. Describe **five** steps that he will follow when developing an effective sales plan. (10 marks)