

3176
2902/305
STRATEGIC PLANNING IN
SALES AND MARKETING
July 2017
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**BUSINESS EDUCATION SINGLE AND GROUP CERTIFICATE
EXAMINATIONS**

**DIPLOMA IN SALES AND MARKETING
MODULE III**

STRATEGIC PLANNING IN SALES AND 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) Tunda Company Ltd recently developed its sales forecast. Explain **five** ways in which the sales manager may use such a forecast. (10 marks)
- (b) Highlight **five** factors in the internal environment of an organization which may affect the level of sales attained in the organization. (10 marks)
2. (a) Describe **five** stages in the strategic sales planning process. (10 marks)
- (b) Explain **five** reasons that would make it necessary for an organization to evaluate its sales force. (10 marks)
3. (a) Highlight **five** criteria that a salesperson may use to determine whether a prospect qualifies as a customer. (10 marks)
- (b) The marketing manager of Haraka Company Ltd is in the process of establishing a sales force structure. Explain **five** factors that may influence the type of sales force structure the manager may adopt. (10 marks)
4. (a) The salespersons of Josap Company Ltd use personal visits as a strategy to prospect for customers. Highlight **five** advantages of using this strategy. (10 marks)
- (b) Explain **five** ways in which developments in Information and Communication Technology have contributed to improvement in relationships between salespeople and their customers. (10 marks)
5. (a) Salespeople are expected to plan their sales call. Highlight **five** reasons that make such planning necessary. (10 marks)
- (b) Explain **five** factors that the sales manager should consider in determining the selling strategy to adopt. (10 marks)
6. (a) Describe **five** characteristics of a strategic partnership relationship between a salesperson and a customer. (10 marks)
- (b) There are certain factors that a salesperson should consider in determining the level of contact to maintain with the buying organization. Explain **five** such factors. (10 marks)
7. ✓ (a) Highlight **five** benefits that an organization may derive from undertaking sales planning. (10 marks)
- (b) The sales manager of Pote Company Ltd has decided to use the straight salary method to compensate the sales force. Explain **five** advantages of the method. (10 marks)

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