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3176
STRATEGIC PLANNING
IN SALES AND MARKETING
November 2022
Time: 3 hours



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

*This paper consists of SEVEN questions.
Answer 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) Konja Limited strives to enhance the credibility of its salesforce. Outline **five** ways in which it may achieve this goal. (10 marks)
- (b) Explain **five** skills that salespeople should possess in order to enhance their performance. (10 marks)
2. (a) Outline **five** benefits that an organisation may derive from having an effective sales structure. (10 marks)
- (b) Explain **five** reasons why a salesperson should plan a sales call carefully. (10 marks)
3. (a) Ms Mali, a newly employed sales girl, uses products catalogues when carrying out her duties. Explain **five** ways in which she uses them. (10 marks)
- (b) Outline **five** strategies that sales persons may adopt to enhance mutually beneficial agreements with prospects. (10 marks)
4. (a) Explain **five** disadvantages of using commercial agents to sell a firm's products. (10 marks)
- (b) Outline **five** internal factors that a Sales Manager should consider when preparing a sales plan. (10 marks)
5. (a) Describe the steps followed in the sales planning process. (10 marks)
- (b) Podo Limited evaluates the salesforce regularly. Explain the purpose of carrying out this exercise. (10 marks)
6. (a) Explain **five** benefits that a salesperson may derive from prospecting through networking. (10 marks)
- (b) Explain **five** circumstances under which competition among a sales team may be harmful to an organisation. (10 marks)
7. (a) Outline **five** limitations of using e-commerce in strategic selling. (10 marks)
- (b) Describe **five** responses that a salesperson may get when using direct marketing channels to contact prospects. (10 marks)

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