

1. (a) Many companies are adopting marketing concepts in strategic decisions. Describe the process involved in this marketing concept. (10 marks)
(b) Discuss **five** natural environmental factors that are likely to affect marketing operations of a company. (10 marks)
2. (a) Jatiko Limited has introduced a new range of consumer products in Kenya. Explain **five** demographic variables that the company can use to segment the market. (10 marks)
(b) Jacinta is a sales executive and would like to buy a laptop. Highlight **five** sources of information she can use in her search of the best model. (10 marks)
3. (a) Explain **five** roles played by promotion in the marketing mix. (10 marks)
(b) Explain **five** factors that would be considered in the concept testing stage. (10 marks)
4. (a) Describe **five** conditions that are suitable for market penetration pricing to be a success. (10 marks)
(b) Benadata Limited has a wide range of distributors. Explain **five** ways in which such distributors can be motivated. (10 marks)
5. (a) Johana has recently been promoted as a public relations manager. Explain **six** elements of the communication process that he needs to understand to be effective in his job. (12 marks)
(b) Discuss **four** areas of customer care practices in a company. (8 marks)
6. (a) Kaza Limited uses direct marketing to market its products. Explain **five** benefits of this promotional strategy to buyers. (10 marks)
(b) Explain **five** brand personality traits that can be used to represent a product image. (10 marks)
7. (a) Obi Company Limited is a large company that has a big purchasing department. Describe the participants of the company's buying centre. (10 marks)
(b) Explain **five** factors that can make a market segment less attractive. (10 marks)