

Name \_\_\_\_\_

Index No. \_\_\_\_\_

2903/205

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**PRINCIPLES AND PRACTICE OF  
MARKETING**

July 2015

Time: 3 hours

Candidate's Signature \_\_\_\_\_

Date \_\_\_\_\_

**THE KENYA NATIONAL EXAMINATIONS COUNCIL**

**DIPLOMA IN SUPPLY CHAIN MANAGEMENT  
DIPLOMA IN INVESTMENT  
DIPLOMA IN MARITIME TRANSPORT LOGISTICS**

**PRINCIPLES AND PRACTICE OF 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 the variables that a marketing manager should consider when segmenting a market on behavioural basis. (12 marks)
- (b) One of the environments that influence the marketing operations of a firm is the natural environment. Outline the recent trends in this environment that a marketing manager needs to monitor. (8 marks)
2. (a) Benta has been appointed the marketing manager of a newly established firm. Describe the steps that she should follow in setting prices for the products of the firm. (12 marks)
- (b) There are certain conditions that should prevail for a market to exist. Highlight these conditions. (8 marks)
3. (a) Outline the criteria that a marketing manager should use in selecting the target segment to exploit. (10 marks)
- (b) A certain product of Toga Limited has reached the growth stage in its product life cycle. Explain the measures that the marketing manager of the firm should take in order to sustain the growth of the product. (10 marks)
4. (a) Explain the circumstances under which consumers of a product would be less price sensitive. (12 marks)
- (b) Highlight the personal factors that may influence the consumer behaviour of an individual. (8 marks)
5. (a) Explain the factors that determine the quality of service provided in a firm. (8 marks)
- (b) Outline the functions of a wholesaler within the marketing channel. (12 marks)
6. (a) Explain the advantages to a firm that uses newspapers to advertise its products. (10 marks)
- (b) The marketing manager of Tiwi Limited has noticed an increased level of customer complaints on the quality of service provided. Explain the measures that he should take to minimize the level of complaints. (10 marks)
7. (a) The marketing manager of Zigo Limited is considering entering a new market segment. Highlight the aspects of the demographic environment that he should consider before making the move. (10 marks)
- (b) Describe the types of tools that a marketer may use in a marketing public relations exercise. (10 marks)