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**PRINCIPLES AND PRACTICE OF
MARKETING**

July 2019

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**DIPLOMA IN SUPPLY CHAIN MANAGEMENT
DIPLOMA IN COOPERATIVE MANAGEMENT
DIPLOMA IN INVESTMENT MANAGEMENT
DIPLOMA IN MARITIME TRANSPORT LOGISTICS
DIPLOMA IN HUMAN RESOURCE MANAGEMENT**

PRINCIPLES AND PRACTICE OF 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) Describe **four** steps in the marketing process. (8 marks)
- (b) Explain **six** micro-environmental factors that may affect a firm's ability to serve its customers. (12 marks)
2. (a) Highlight **five** goals that a marketing manager may set for an organisation. (10 marks)
- (b) Explain **five** benefits that a marketing firm may derive from segmenting its market. (10 marks)
3. (a) Mr. Jones is a marketing manager at Kenneal Limited. Explain **five** reasons why he should understand consumer behaviour. (10 marks)
- (b) Outline **five** challenges that a consumer may face when buying products online. (10 marks)
4. (a) Outline **four** categories into which consumer products are classified. (8 marks)
- (b) Nepa Limited is in the process of setting prices for its new products. Explain **six** objectives that the firm may seek to achieve through pricing. (12 marks)
5. (a) Explain **five** reasons why a firm opts to distribute its products directly to customers. (10 marks)
- (b) Stone Limited uses outdoor advertising for its products. Highlight **five** advantages of using this media. (10 marks)
6. (a) A client has visited the customer care desk at Tana Limited. As a customer care producer, outline **five** ways in which you may create a good relationship with the client. (10 marks)
- (b) Explain **five** mistakes that a firm may make when segmenting its market. (10 marks)
7. (a) Digato Limited manufactures branded electronic products. Highlight **five** advantages that the firm may gain from manufacturing such products. (10 marks)
- (b) Outline **five** environmental factors that influence distribution of a firm's products. (10 marks)

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