

Name: _____

Index No: _____

2802/302

2920/302

SALES AND MARKETING THEORY

June/July 2015

Time: 3 hours

Candidate's Signature: _____

Date: _____



THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN FOOD AND BEVERAGE MANAGEMENT
DIPLOMA IN BAKING TECHNOLOGY

SALES AND MARKETING THEORY

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 consist of TWO sections, A and B.

Answer question 1 and any other FOUR questions on the spaces provided after question 6.

Do NOT remove any pages from this question paper.

Candidates should answer the questions in English.

For Examiner's Use Only

Section	Question	Maximum Score	Candidate's Score
A	1	20	
B		20	
		20	
		20	
		20	
Total 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.

Answer question ONE

and any other FOUR questions on the spaces provided after question 6.

1. (a) State **four** functions of marketing. (4 marks)
- (b) Explain **four** advantages of carrying out marketing research. (4 marks)
- (c) Differentiate between customer's needs and customer's wants. (4 marks)
- (d) Explain **two** methods a catering manager may use to price products. (4 marks)
- (e) Identify **four** hospitality products from each of the following:
 - (i) Core products; (2 marks)
 - (ii) Facilitating products. (2 marks)
2. (a) Distinguish between marketing and merchadising. (4 marks)
- (b) Explain **four** factors which influence customers' buying behaviour. (8 marks)
- (c) Describe **four** business groups a hotel may target as a market segment. (8 marks)
3. (a) Explain the **four** market mix as applied to food and baking industry. (8 marks)
- (b) Describe the **four** stages of product life cycle. (8 marks)
- (c) Highlight **four** factors to consider before introducing a new product in the market. (4 marks)
4. (a) Explain the first **four** stages of a selling process. (8 marks)
- (b) Explain **six** objectives of advertising a catering operation. (12 marks)
5. (a) Explain **five** ways in which a catering establishment can use visual display to enhance sales. (10 marks)
- (b) Explain how hotels can use the following to promote sales:
 - (i) customers; (3 marks)
 - (ii) waiters. (3 marks)
- (c) State **four** challenges a catering manager may experience while carrying out marketing. (4 marks)
6. (a) (i) Explain the meaning of marketing distribution channels. (2 marks)
- (ii) Explain **five** functions of distribution channels. (10 marks)
- (b) Explain the roles of public relations office in the promotion of sales. (8 marks)