

2802/302
2920/302
SALES AND MARKETING
June/July 2018
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL
DIPLOMA IN FOOD AND BEVERAGE MANAGEMENT
DIPLOMA IN BAKING TECHNOLOGY

MODULE III

SALES AND MARKETING

3 hours

INSTRUCTIONS TO CANDIDATES

You should have an answer booklet for this paper.
This paper consists of FIFTEEN questions.
Answer ALL the questions in section A and ALL the questions in section B in the answer booklet provided.
Maximum marks for each part of a question are indicated in the margin.
Candidates should answer the questions in English.

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This paper consists of 3 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 ALL the questions in this section.

1. Highlight **four** marketing variables that are not under the control of the management of an organization. (4 marks)
2. Explain **two** limitations of undifferentiated marketing. (4 marks)
3. State **four** reasons that make marketing an important function in an organization. (4 marks)
v.c. = v.c. → w.r.t. buyer
4. Distinguish between prestige pricing and odd pricing. (4 marks)
5. Outline **four** strategies that the management of an organization may adopt when a product is at the decline stage. (4 marks)
6. Highlight **four** psychological factors that may influence consumer buying behaviour. (4 marks)
7. Highlight **four** benefits that a customer may derive from shopping from a supermarket. (4 marks)
8. Outline **four** ways in which marketing information may be useful to producers. (4 marks)
9. State **four** services that a retailer may provide to a consumer. (4 marks)
10. Explain **two** methods of sales promotion. (4 marks)

*> Door to door
→ social media*

*Functions of marketing
- Doing sales
- Marketing
- Acceptability
- Create price
- In distribution*

Disney *Disney*

SECTION B (60 marks)

Answer any **THREE** questions from this section.

11. (a) Explain **five** types of markets on the basis of place. (10 marks)
- (b) Explain **two** demographic factors that may influence consumer behaviour. (4 marks)
- (c) Explain **three** benefits that an organization may derive from identifying potential consumers. (6 marks)
12. (a) Explain **four** ways in which the political environment may affect business operations. (8 marks)
- (b) Products may be classified on the basis of market segments in which they are sold. Explain **four** such classifications. *Demographic, Religion, geographic, Political, geo-ethnic* (4 marks)
- (c) Explain **four** methods used by marketers while prospecting for new customers. (8 marks)
13. (a) Zesco Limited developed a new product that has become a brand name. Explain **four** benefits that may accrue to Zesco from the brand name. (8 marks)
- Seventy* (b) Outline **four** objectives that sales promotion seeks to achieve in an organization. (4 marks)
- (c) Explain **four** types of information that salespersons should have on the products that they are selling. (8 marks)
14. (a) Explain **four** roles of a sales manager in an organization. (8 marks)
- (b) Outline **four** criteria used by sales department to evaluate the performance of salespersons. (8 marks)
- (c) Outline **four** functions of distribution agents. (4 marks)
15. (a) Explain **six** factors that should be considered when choosing a distribution channel. (12 marks)
- (b) Explain **four** methods used by producers in setting prices of their products. (8 marks)
- ok card plus*

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