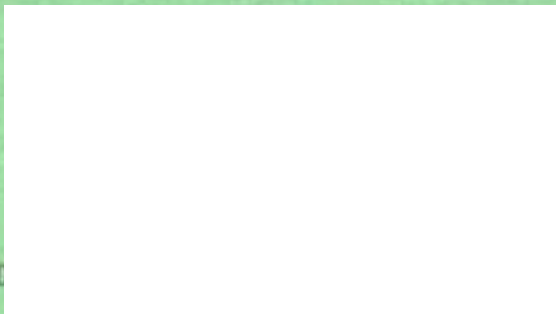


2802/302
2920/302
SALES AND MARKETING
June/July 2019
Time: 3 hours



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



INSTRUCTIONS TO CANDIDATES

This paper consists of TWO sections; A and B.

Answer ALL questions in section A and any THREE questions from section B in the answer booklet provided.

Maximum marks for each part of a question are as shown.

Candidates should answer the questions in English.

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.

SECTION A (40 marks)*Answer ALL the questions in this section.*

1. Outline **four** product related strategies that a firm may adopt to avert decline in sales during periods of high inflation. (4 marks)
2. Highlight **four** objectives of buying as a function of marketing. (4 marks)
3. Outline **four** advantages of brand names to the distributor as a participant in the marketing mix. (4 marks)
4. State **four** factors that a manufacturer should consider when selecting a dealer to distribute his products. (4 marks)
5. Highlight **four** qualities that an indoor sales person should possess. (4 marks)
6. Outline **four** benefits that an organization may derive from new product development. (4 marks)
7. State **four** elements of a promotion mix. (4 marks)
8. State **four** personal factors that may affect consumer behaviour. (4 marks)
9. Outline **four** methods that may be used to identify prospective buyers in the process of selling. (4 marks)
10. State **four** steps that are followed when evaluating the performance of salespersons in an organization. (4 marks)

SECTION B (60 marks)*Answer any **THREE** questions from this section.*

11. (a) Explain **five** benefits that an enterprise may derive from adopting customer oriented marketing concept. (10 marks)
- (b) Longo Limited sells similar product quantities to different buyers at different prices. Outline the advantages of such variable price policy. (6 marks)
- (c) Outline **four** weakness of relying on advertising as a means of marketing products. (4 marks)



12. (a) Explain **five** requirements of successful market segmentation in an organization. (8 marks)
- (b) Outline **four** measures that the management of an organization may take to minimise new product failure. (4 marks)
- (c) Explain **four** organisational factors that may affect the choice of a distribution channel. (8 marks)
13. (a) Highlight **four** differences between selling and marketing. (8 marks)
- (b) Explain **four** reasons that support the adaptation of the skimming price policy for a product in its introduction stage. (8 marks)
- (c) Highlight **four** challenges faced by the traditional retail shopkeeper in his distribution work. (4 marks)
14. (a) Highlight **five** requirements of a good brand name. (5 marks)
- (b) The rate of sales force turnover at Maxmix Limited has risen in the recent past. Explain **five** circumstances under which the sales manager may be responsible for this situation. (10 marks)
- (c) Outline **five** purposes of evaluating the performance of the sales force in an organization. (5 marks)
15. (a) Explain **three** reasons that make it necessary for a sales person to have a good knowledge on his company's products. (6 marks)
- (b) In relation to the selling process, explain **four** characteristics of a good prospect. (8 marks)
- (c) Explain **three** benefits that an organization may derive from adopting an on-line marketing. (6 marks)

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