

1906/206

SALES AND MARKETING

July 2019

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

CRAFT CERTIFICATE IN BUSINESS MANAGEMENT

MODULE II

SALES AND MARKETING

3 hours

INSTRUCTIONS TO CANDIDATES

This paper consists of 15 (FIFTEEN) questions in TWO sections; A and B.

Answer ALL the questions in Section A and any FOUR questions from Section B in the answer booklet provided.

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 (32 marks)

Answer ALL the questions in this section.

1. State **two** reasons why marketing firms may adopt the selling concept. (2 marks)
2. List **three** psychological processes which may influence consumers' responses in the buying process. (3 marks)
3. State **four** estimates that should be done in the business analysis stage of new product development. (4 marks)
4. List **three** disadvantages of using market penetration pricing method. (3 marks)
5. State **four** customer characteristics which may influence choice of distribution channels to be used. (4 marks)
6. List **four** sources of customer objectives in the selling process. (4 marks)
7. List **three** disadvantages of using internet as a source of prospects. (3 marks)
8. State **three** roles of order getters. (3 marks)
9. List **three** effects of poor customer care service. (3 marks)
10. List **three** uses of a mobile phone to a sales person. (3 marks)

SECTION B (68 marks)

Answer any FOUR questions from this section.

11. (a) Outline **six** ways in which social classes influence consumer behaviour. (9 marks)
- (b) Explain **four** measures which a firm may take to ensure timely customer care services. (8 marks)
12. (a) Outline **six** instances when manufacturers may sell their products directly to consumers. (9 marks)
- (b) Mr. Pete carries out follow-up exercises after selling products to customers. Explain the importance of the exercises. (8 marks)
13. (a) Outline **six** causes of lower profits for a product at the maturity state of the product life cycle. (9 marks)
- (b) Explain **four** benefits of prospecting to a sales person. (8 marks)
14. (a) Outline **six** differentiated pricing methods which may be used to sell a product. (9 marks)
- (b) Explain **four** challenges that a sales person may encounter for failing to embrace Information Communication Technology when selling products. (8 marks)
15. (a) Outline **six** personal traits that may cause difficulties when selling products. (9 marks)
- (b) Explain the relationship between selling and marketing. (8 marks)

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