

1902/202
MARKETING COMMUNICATION
July 2016
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL
CRAFT CERTIFICATE IN SALES AND MARKETING

MARKETING COMMUNICATION

3 hours

INSTRUCTIONS TO CANDIDATES

*This paper consists of TWO sections; A and B.
Answer ALL the questions in section A.
Answer any FOUR questions from section B.
Write your answers 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 **three** roles played by marketing communication in facilitating the attainment of marketing objectives of a firm. (3 marks)
2. List **three** methods of publicity that a firm could use in its marketing communication. (3 marks)
3. State **three** characteristics of advertising as a form of marketing communication. (3 marks)
4. State **three** elements of the marketing mix that a firm should consider when developing its marketing communications. (3 marks)
5. State **three** disadvantages of using the competitive parity method to determine the marketing communication budget of a firm. (3 marks)
6. State **four** advantages of using contests as a consumer sales promotion tool. (4 marks)
7. List **four** types of identity media that a firm could use as tools of marketing public relations. (4 marks)
8. State **three** limitations of using personal selling as form of marketing communication in a firm. (3 marks)
9. State **three** factors that account for rapid growth of the direct marketing method of marketing communication. (3 marks)
10. State **three** characteristics of a motivated sales force. (3 marks)

SECTION B (68 marks)

Answer any FOUR questions from this section.

11. (a) Explain **six** factors that may influence the size of the marketing communications budget prepared by a marketing manager in a firm. (9 marks)
- (b) XYZ Company Ltd, a manufacturer of motor vehicles intends to participate in a trade show. Outline **four** disadvantages of using such an event for marketing communication. (8 marks)
12. (a) Explain **six** factors that a marketer should consider when developing the marketing communication mix to use. (9 marks)
- (b) Bendera company Ltd intends to sponsor a sporting event as a public relations activity. Explain **four** reasons that could have led to the move. (8 marks)
13. (a) Describe **six** trade sales promotion tools that a firm could use. (9 marks)
- (b) Explain **four** factors that a marketer should consider when determining the form of communication to use in a marketing campaign. (8 marks)
14. (a) Alice has been employed as a sales manager of a certain manufacturing firm. Highlight **six** ways in which she may supervise the salesforce. (9 marks)
- (b) XYX company is in the process of evaluating it's advertising campaign that was recently aired on a certain television channel. Explain **four** reasons that may have made it necessary to evaluate the campaign. (8 marks)
15. (a) Describe **six** types of direct mail that a firm could use in it's direct marketing communications activities. (9 marks)
- (b) A certain firm has decided to organize its salesforce on the basis of product category. Explain **four** advantages of adopting this form of salesforce organization. (8 marks)

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