

1906/206
SALES AND MARKETING
November 2018
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.

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 **four** pillars of the marketing concept. (4 marks)
2. List **three** roles of the sales and marketing function in a firm. (3 marks)
3. Outline **three** reasons that motivate firms to study consumer behaviour. (3 marks)
4. Highlight **four** pricing methods used by marketing firms. (4 marks)
5. Outline **three** advantages of branding a firm's products. (3 marks)
6. List **three** functions of advertising in a firm. (3 marks)
7. List **three** disadvantages of distributing products through middlemen. (3 marks)
8. Outline **three** factors that may affect the selling process. (3 marks)
9. State **three** aspects of *customer care* that a firm should pay attention to. (3 marks)
10. List **three** challenges that salespersons face while performing their duties. (3 marks)

SECTION B (68 marks)

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

- ✓ 11. ✓ (a) Outline **six** functions of a channel of distribution. (9 marks)
- ✓ (b) Explain **four** causes of customer objections to a firm products. (8 marks)
- ✓ 12. (a) Highlight **six** role players in organisational buying. (9 marks)
- (b) Mr. Bora is looking for prospects for his new business. Outline **four** sources that he should consider. (8 marks)
13. (a) Explain **six** pricing objectives that a marketing firm may seek to achieve. (9 marks)
- (b) Ms. Emma recently delivered a talk on causes of customer complaints to a group of managers. Highlight **four** causes she may have mentioned. (8 marks)
- ✓ 14. (a) Outline **six** qualities of an effective salesperson. (8 marks)
- (b) Seku Limited uses direct mail to promote its products. Explain **four** reasons for this choice. (9 marks)
- ✓ 15. (a) Explain **six** benefits that may accrue to a firm that markets its products online. (9 marks)
- (b) Explain **four** strategies adopted for products at the growth stage of the product life cycle. (8 marks)

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