

SCAN

Name _____

Index No. _____

1906/206
SALES AND MARKETING
July 2015
Time: 3 hours

Candidate's Signature _____

Date _____



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**CRAFT CERTIFICATE IN BUSINESS MANAGEMENT
MODULE II**

SALES AND MARKETING

3 hours



INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided above.

Sign and write the date of the examination in the spaces provided above.

This paper consists of **TWO** sections; **A** and **B**.

Answer **ALL** the questions in section **A** and any **FOUR** questions from section **B** in the spaces provided in this question paper.

Do **NOT** remove any pages from this question paper.

Candidates should answer the questions in English.

For Examiner's Use Only

Section	Question	Maximum Score	Candidate's Score
A	1 - 10	32	
B	11	17	
	12	17	
	13	17	
	14	17	
	15	17	
TOTAL		100	

This paper consists of 12 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 in the spaces provided after each question.

1. State **three** circumstances under which a firm may maintain the same supplier for a given product. (3 marks)

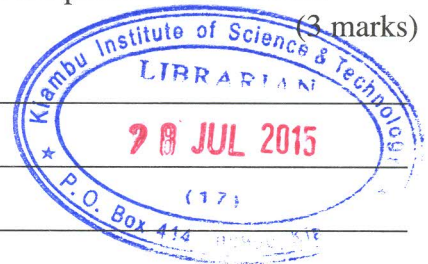
(i) _____
(ii) _____
(iii) _____

2. A certain firm intends to develop a new product. State **three** reasons that may have made it necessary to develop the product. (3 marks)

(i) _____
(ii) _____
(iii) _____

3. State **three** advantages of using vending machines as an outlet for a product distribution. (3 marks)

(i) _____
(ii) _____
(iii) _____



4. List **three** contributions of marketing to the Kenyan society. (3 marks)

(i) _____
(ii) _____
(iii) _____

5. One of the natural factors that may influence marketing activities is weather. List **three** ways in which the weather influences such activities in a firm. (3 marks)

(i) _____
(ii) _____
(iii) _____

6. List **three** characteristics of a service. (3 marks)

- (i) _____
- (ii) _____
- (iii) _____

7. A certain firm has adopted personal selling as a method of promoting its products. State **four** advantages of using the method. (4 marks)

- (i) _____
- (ii) _____
- (iii) _____
- (iv) _____

8. State **three** reasons that could make a firm to segment its market. (3 marks)

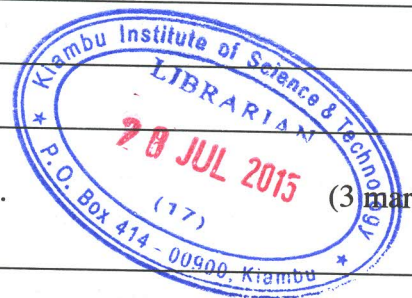
- (i) _____
- (ii) _____
- (iii) _____

9. List **four** circumstances under which a firm may adopt the discount pricing strategy. (4 marks)

- (i) _____
- (ii) _____
- (iii) _____
- (iv) _____

10. List **three** factors that would enhance the strength of a brand. (3 marks)

- (i) _____
- (ii) _____
- (iii) _____



SECTION B (68 marks)

Answer any **FOUR** questions from this section in the spaces provided after question 15.

11. (a) Outline **six** ways in which a firm could build valuable loyal customers. (9 marks)
- (b) Many service firms have failed to be innovative in marketing their services. Highlight **four** reasons that may account for this trend. (8 marks)
12. (a) The level of competition among retailers in a certain locality has risen drastically in the last few years. Outline **six** measures that the retailers should take in order to enhance their competitiveness. (9 marks)
- (b) Single sourcing has become an increasingly popular method of buying by organizations. Explain **four** reasons that may have contributed to the trend. (8 marks)
13. (a) Describe **four** demographic variables that a marketer may use to segment its market. (8 marks)
- (b) Outline **six** reasons that could make a firm to brand its products. (9 marks)
14. (a) A buying organization requires certain information about suppliers in order to identify the most appropriate supplier. Describe **four** sources of such information. (8 marks)
- (b) Explain **six** factors that a marketer should consider when making pricing decisions for a market. (9 marks)
15. (a) Manufacturers encounter several challenges in managing trade promotions. Explain **four** such challenges. (8 marks)
- (b) Outline **six** features in the political-legal environment which may influence the activities of a market-oriented firm. (9 marks)

