

1902/102
PRINCIPLES AND PRACTICE
OF MARKETING
November 2018
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL
CRAFT CERTIFICATE IN SALES AND MARKETING
MODULE I

PRINCIPLES AND PRACTICE OF MARKETING

3 hours

INSTRUCTIONS TO CANDIDATES

This paper consists of TWO sections: A and B.

Answer ALL 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. List **four** characteristics of the introduction stage of a product life cycle. (4 marks)
2. State **four** types of information that may be contained in a company's marketing intelligence. (4 marks)
3. List **three** activities that are involved in physical distribution of products. (3 marks)
4. State **three** advantages of *door-to-door* retailing as a form of product distribution. (3 marks)
5. List **three** internal factors that affect pricing of a product. (3 marks)
6. State **three** types of print media which may be used to advertise products. (3 marks)
7. Outline **three** causes of customer dissatisfaction in a *matatu* business. (3 marks)
8. List **three** features of the *market orientation stage*. (3 marks)
9. List **three** reasons why a firm should evaluate its sales promotion programme. (3 marks)
10. State **three** advantages that a firm gets from selling its products online. (3 marks)

SECTION B (68 marks)

Answer any FOUR questions from this section.

11. (a) Marketers sometimes need to modify prices because of various reasons. Explain **six** such reasons. (9 marks)
- (b) Describe **four** public relations tools which a firm may use to promote its products. (8 marks)
12. (a) Star Limited often exhibits its products in trade shows. Outline **six** advantages of engaging in such a promotion activity. (9 marks)
- (b) Explain **four** measures which a marketing firm may take to increase customer satisfaction. (8 marks)
13. (a) Outline **six** reasons why companies use intermediaries in their marketing activities. (9 marks)
- (b) Outline **four** issues which marketers address in the social and human responsibilities orientation stage in the development of marketing. (8 marks)

14. (a) Keya Limited, a new company, intends to brand its products. Outline **six** elements of branding that the firm may use. (9 marks)
- (b) Explain **four** advantages of using secondary sources of marketing information. (8 marks)
15. (a) John, a university graduate, intends to invent a new product. Outline the first **six** stages that he will follow when developing the new product. (9 marks)
- (b) Outline **four** challenges that marketers are facing when selling their products online. (8 marks)

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