

1902/102

**PRINCIPLES AND PRACTICE  
OF MARKETING**

July 2019

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 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** philosophies under which marketing activities take place. (3 marks)
2. List **three** ways in which a firm may enhance its marketing processes. (3 marks)
3. Outline **three** elements of the market decision making process. (3 marks)
4. Highlight **four** characteristics of innovators in the consumer adaptation process. (4 marks)
5. State the importance of 'price' to consumers. (3 marks)
6. List **three** advantages of using Information Communication Technology when distributing products. (3 marks)
7. Outline **four** types of print media that may be used to advertise products. (4 marks)
8. State **three** roles of the probe element in the marketing mix. (3 marks)
9. State **four** ways in which a firm may reduce customer' complaints. (4 marks)
10. List **two** disadvantages of online marketing to a customer. (2 marks)

## SECTION B (68 marks)

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

11. (a) Lynn Limited uses a variety of promotion techniques to promote its products. Outline **six** such techniques. (9 marks)
- (b) Explain **four** objectives that a firm may seek to achieve through pricing of its products. (8 marks)
12. (a) Explain the role that marketing plays in economic development of Kenya. (9 marks)
- (b) Outline the first **four** stages of the consumer adoption process. (8 marks)

13. (a) Explain the importance of the marketing mix to a firm. (9 marks)
- (b) Outline **four** sources of marketing intelligence that a firm may use. (8 marks)
14. (a) Mbaya Limited distributes its products directly to its customers. Explain **six** advantages of using this channel of distribution. (9 marks)
- (b) Outline **four** roles of the public relations department in a firm. (8 marks)
15. (a) Explain **six** areas of customer care services that a firm should pay attention to. (9 marks)
- (b) Kilele Limited has adopted the green marketing concept in its marketing operations. Outline **four** advantages of this move. (8 marks)

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