

1902/102
PRINCIPLES AND PRACTICE
OF MARKETING
November 2022
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 **three** circumstances under which customers may complain about a product's package. (3 marks)
2. State **three** economic factors that may be considered when setting prices of products. (3 marks)
3. List **three** categories into which consumer products can be classified. (3 marks)
4. Highlight **four** functions of a product package. (4 marks)
5. List **three** ways in which a firm may increase customer's satisfaction. (3 marks)
6. State **four** reasons why a retailer should display products properly. (4 marks)
7. Highlight **three** details that a firm may wish to share in an informative advertisement. (3 marks)
8. List **three** uses of market information to a firm. (3 marks)
9. List **three** ways in which a firm practices societal marketing concept in its operations. (3 marks)
10. State **three** reasons why some firms are not able to play a significant role in economic development. (3 marks)

SECTION B (68 marks)

Answer any FOUR questions from this section.

11. (a) Outline **six** reasons why a firm may promote its products. (9 marks)
- (b) Explain **four** benefits that a firm may derive from lowering its products prices. (8 marks)
12. (a) Highlight **six** factors that marketers may consider when choosing a mode of transportation for their goods. (9 marks)
- (b) Outline **four** disadvantages of having a return policy in customer care policy. (8 marks)
13. (a) Outline **six** ways in which a firm may benefit from conducting marketing research before starting operations. (9 marks)
- (b) Explain **four** circumstances under which a firm may simplify its product lines. (8 marks)
14. (a) Outline **six** disadvantages of distributing products through intermediaries. (9 marks)
- (b) Explain **four** reasons why a retail outlet may change items on display regularly. (8 marks)
15. (a) Highlight **six** factors which may influence the price of a product. (9 marks)
- (b) Tunda Limited practices marketing concept in its operations. Outline **four** advantages of practising this concept. (8 marks)

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