

1902/102
PRINCIPLES AND PRACTICE
OF MARKETING
July 2023
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** factors that determine classification of consumer products. (3 marks)
2. State **four** functions of a customer care desk in a marketing firm. (4 marks)
3. List **three** advantages of family branding. (3 marks)
4. State **four** goals that a marketing firm seeks to achieve. (4 marks)
5. List **three** details of a product which may be obtained from a sales person. (3 marks)
6. State **three** reasons why a marketing firm may set sales-oriented pricing objectives. (3 marks)
7. List **three** product-related factors that a firm may consider when choosing channels of distribution. (3 marks)
8. State **three** advantages of using electronic media to advertise products. (3 marks)
9. List **three** characteristics of an effective salesperson. (3 marks)
10. State **three** ways in which a seller benefits from giving customers cash discounts. (3 marks)

SECTION B (68 marks)

Answer any FOUR questions from this section.

11. (a) Explain **six** factors that may influence packaging of a product. (9 marks)
(b) Explain **four** difficulties that a customer care provider may experience when serving customers. (8 marks)
12. (a) Explain **six** reasons why manufacturers use intermediaries to distribute their products. (9 marks)
(b) Outline **four** advantages of conducting market research online. (8 marks)

13. (a) Explain **six** factors that may influence a firm's product prices. (9 marks)
- (b) Outline **four** reasons why a firm may adopt the selling concept in its operations. (8 marks)
14. (a) Outline **six** reasons why a marketer may use personal selling to promote a product. (9 marks)
- (b) Explain **four** benefits that a marketing firm may derive from offering several brands. (8 marks)
15. (a) Explain **six** factors that may determine the life-span of a product. (9 marks)
- (b) Describe **four** modes of transport that a firm may use to transport its goods. (8 marks)

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