

Name \_\_\_\_\_ Index No \_\_\_\_\_ / \_\_\_\_\_

2906/202

MARKETING MANAGEMENT

July 2015

Time: 3 hours

Candidate's Signature \_\_\_\_\_

Date \_\_\_\_\_



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**DIPLOMA IN BUSINESS MANAGEMENT  
MODULE II**

MARKETING MANAGEMENT

3 hours

**INSTRUCTIONS TO CANDIDATES**

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

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

*This paper consists of **SEVEN** questions.*

*Answer any **FIVE** questions in the spaces provided in this question paper.*

*All questions carry equal marks.*

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

*Candidates should answer the questions in English.*

**For Examiner's Use Only**

Question	1	2	3	4	5	6	7	TOTAL SCORE
Candidate's Score								

**This paper consists of 16 printed pages.**

**Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.**

1. (a) Explain **six** benefits that a company may derive from embracing the marketing concept. (12 marks)
- (b) The population of country X has been expanding rapidly over the years. Outline **four** ways in which such growth may be beneficial to a marketing firm. (8 marks)
2. (a) Peter has retained his previous level of consumption despite having an increase in the level of his income. Explain the reasons that may account for this situation. (10 marks)
- (b) Explain **five** factors that should be considered when segmenting markets using the demographic basis. (10 marks)
3. (a) Amuka Company Ltd intends to design packaging for its products. Outline the objectives that such a packaging should achieve. (12 marks)
- (b) Highlight **four** pricing objectives that an organization may pursue while setting prices for its products. (8 marks)
4. (a) In designing the marketing channel, a marketer should understand the service output levels expected by its target customers. Describe such service output levels. (10 marks)
- (b) Explain **five** reasons that may make an organization advertise its products. (10 marks)
5. (a) One of the characteristics of services is intangibility. Explain **five** ways that a service firm can make its services more tangible. (10 marks)
- (b) The 'atmosphere' in a retail store is an important factor in attracting customers to the store. Explain **five** ways in which such a retail store would improve its 'atmosphere'. (10 marks)
6. (a) Describe **five** types of costs that a company should consider when setting prices for its products. (10 marks)
- (b) Explain the measures that a marketing manager should take in order to enhance the level of service quality provided by his firm. (10 marks)
7. (a) Explain the reasons that may make a firm to undertake a public relations exercise. (10 marks)
- (b) Kanuaji company has adapted the co-branding strategy for its products. Highlight **five** benefits that the firm may derive from adopting this strategy. (10 marks)