

2906/202

MARKETING MANAGEMENT

November 2018

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**DIPLOMA IN BUSINESS MANAGEMENT
MODULE II**

MARKETING MANAGEMENT

3 hours

INSTRUCTIONS TO CANDIDATES

This paper consists of SEVEN questions.

Answer any FIVE questions in the answer booklet provided.

All questions carry equal marks.

Candidates should answer the questions in English.

This paper consists of 2 printed pages

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

1. (a) Companies strive to enhance customer satisfaction. Explain **five** ways in which a company may do this. (10 marks)
- (b) Explain **five** internal factors that may influence a firm's marketing activities. (10 marks)
2. (a) Outline **five** reasons why an organisation should understand consumer behaviour. (10 marks)
- (b) Highlight **five** benefits that a firm may seek to achieve by adopting *differentiated marketing strategy*. (10 marks)
3. (a) Explain **six** objectives that a firm may seek to achieve through its pricing policy. (12 marks)
- (b) Outline **four** categories into which consumer products are classified. (8 marks)
4. (a) Merble Limited is in the process of choosing a channel of distribution for its products. Explain **five** factors that may influence the choice to be selected. (10 marks)
- (b) Highlight **five** roles of physical evidence in service marketing. (10 marks)
5. (a) The marketing team at Desco Limited is at the idea screening stage of new product development process. Outline the significance of this stage. (10 marks)
- (b) Explain **five** pricing strategies that an organization may use for its products. (10 marks)
6. (a) Outline **five** functions that marketing intermediaries perform for manufacturers. (10 marks)
- (b) Dinko Limited is organizing a promotion campaign. Explain **five** factors that may influence the promotional mix the firm will use. (10 marks)
7. (a) Highlight **four** advantages of adopting modern technology in marketing activities. (8 marks)
- (b) Describe the **six** stages of sales promotion planning process. (12 marks)

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