

Name _____ Index No. _____ / _____

2802/302

2920/302

SALES AND MARKETING

Oct./Nov. 2015

Time: 3 Hours



Candidate's Signature _____

Date _____

THE KENYA NATIONAL EXAMINATIONS COUNCIL

**DIPLOMA IN FOOD AND BEVERAGE MANAGEMENT
DIPLOMA IN BAKING TECHNOLOGY
MODULE III**

SALES AND MARKETING

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 **TWO** sections: **A** and **B**.*

*Answer **ALL** questions in section **A**, **questions 11 and 14** and any other **ONE** question from section **B** in the spaces provided in this question paper.*

Marks for each part of a question and section are as indicated.

*Do **NOT** remove any pages from this booklet.*

Candidates should answer the questions in English.

For Examiner's Use Only

Section	Question	Maximum Score	Candidate's Score
A	1 - 10	40	
B	11	20	
	14	20	
		20	
TOTAL SCORE		100	

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.

7. Identify **four** types of services , citing an example in each case. (4 marks)

8. Outline **four** types of functional middlemen. (4 marks)

9. Highlight **two** differences between marketing and selling. (4 marks)

10. State **four** features of an outdoor salesman. (4 marks)

SECTION B (60 marks)

Answer questions 11 and 14 and any other ONE from this section in the spaces provided after question 15.

11. (a) Explain **four** features of services. (8 marks)
- (b) Explain **six** ways in which a seller may influence the buying behaviour of customers. (12 marks)
12. (a) Explain **five** external factors that impact on marketing. (10 marks)
- (b) Explain **five** benefits of branding of products to a manufacturer. (10 marks)
13. (a) Explain **four** benefits of market segmentation. (8 marks)
- (b) Explain **six** causes of the difference between actual sale and budget sales. (12 marks)
14. (a) In recent times, there have been price wars among companies operating in the same industry. Explain **four** reasons for such wars. (8 marks)
- (b) Explain **six** factors that a producer of goods should consider when selecting a middleman. (12 marks)
15. (a) Explain **six** objectives of advertising. (12 marks)
- (b) Explain **four** challenges faced by sales persons while selling online. (8 marks)