

2802/302  
2920/302  
SALES AND MARKETING  
June/July 2017  
Time: 3 hours



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**

*You should have an answer booklet for this examination.*

*This paper consists of **FIFTEEN** questions in **TWO** sections; **A** and **B**.*

*Answer **ALL** the questions in Section **A** and any **THREE** questions from Section **B** in the answer booklet provided.*

*Maximum marks for each part of a question are indicated.*

*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 (40 marks)

Answer ALL the questions in this section .

1. State **four** reasons that make marketing an important aspect in an organization. (4 marks)  
*It creates employment*
2. Highlight **four** cultural elements that may affect organizational marketing activities. (4 marks)  
*It has improved infrastructure - improved the quality of life*
3. Explain each of the following types of marketing segmentation:
  - (i) volume segmentation;  
*Large quantity*
  - (ii) product segmentation. (4 marks)
4. Explain **two** objectives up of setting the price of a product. (4 marks)
5. Outline **four** benefits of sales promotion to an organization. (4 marks)  
*increase sales creativity if creates better inducement to the consumer  
It stimulates in the consumer attitude - it is flexible*
6. Distinguish between zero-level channel of distribution and three-level channel of distribution. (4 marks)
7. Highlight **four** qualities of an effective salesperson. (4 marks)  
*honesty, memory, helpful, hardworking*
8. Explain **two** support services that may be provided by a manufacturer to a food store. (4 marks)
9. Outline **four** reasons that make it necessary to plan marketing activities in an organization. (4 marks)
10. Highlight **four** factors that may hinder development of a new product in an organization. (4 marks)  
*cost  
Time  
poor communication*

activity

Wholesale

beta

## SECTION B ( 60 marks)

Answer any **THREE** questions from this section.

11. (a) Explain **four** bases on which market segmentation may be established. (8 marks)  
*Geographical, Demographic, Psychographic, Behavioural*
- (b) Explain **four** external environmental factors that may affect marketing. (8 marks)
- (c) Highlight **four** economic factors that may influence consumer behaviour. (4 marks)
12. (a) Explain **four** benefits that an organization may derive from segmenting its market. (8 marks)
- (b) Explain **four** factors that should be considered when determining the place from which a product is distributed. (8 marks)
- (c) Highlight **four** non-monetary incentives that may motivate a salesperson. (4 marks)
13. (a) Explain **four** ways in which appropriate product packaging may contribute to the achievement of sales target in an organization. (8 marks)
- (b) Explain **four** circumstances under which the penetration pricing may be appropriate. (8 marks)  
*under pricing*
- (c) Outline **four** benefits of transporting goods through air transport. (4 marks)
14. (a) With the aid of an labelled sketch diagram, describe stages of a product life cycle. (12 marks)
- E* (b) Explain **four** functions of a marketing manager in an organization. (8 marks)  
*Design design*
15. (a) The actual sales at Davon Limited was reported as lower compared to the target sales for the year. Explain **five** reasons that may account for this situation. (10 marks)
- (b) Explain **five** services provided by a wholesaler to a manufacturer. (10 marks)  
*distribution*

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