

1906/206
SALES AND MARKETING
November 2017
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL
CRAFT CERTIFICATE IN BUSINESS MANAGEMENT

MODULE II

SALES AND MARKETING

3 hours

INSTRUCTIONS TO CANDIDATES

*This paper consists of FIFTEEN questions in TWO sections; A and B.
Answer ALL the questions in section A and any FOUR questions from section B.
Write your answers 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. State **four** reasons why sales reduce at the decline stage of a product's life cycle. (4 marks)
2. Outline **four** factors which may affect a firm's pricing method. (4 marks)
If the product is of low product demand. quality. quantity.
3. List **four** stages in the consumer buying process. (4 marks)
4. Outline **three** assumptions of the selling concept. *product marketing.* (3 marks)
5. List **three** reasons that make sales and marketing departments important to an organization. (3 marks)
6. State **three** advantages of personal selling to the seller. (3 marks)
7. State **three** forms of media that may be used to advertise products. (3 marks)
8. List **three** types of channel levels that may be used to distribute products. (3 marks)
9. Outline **two** causes of difficulties when closing a sale. *130 / 360 = 7 / 1, 175 / 360 = 7 / 1, 175 / 350 = 7 / 2* (2 marks)
10. State **three** reasons why prospecting is necessary to salespeople. (3 marks)

SECTION B (68 marks)

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

11. (a) Mr. Malu, a young professional intends to buy a car. Outline **four** personal factors which may influence his buying decision. *Family issues, Transport means, working distance.* (8 marks)
- (b) Explain **six** price-adjustment strategies which a firm may use to cater for different customers. *stretching, credit* (9 marks)
12. (a) Jemu Limited is a new firm manufacturing soft drinks. Explain **four** reasons why it should promote its products regularly. (8 marks)
- (b) Mr. Johna, a salesman is facing price objections from customers. Outline **six** ways in which he can deal with the objections. *you must be professional* (9 marks)
13. (a) Ms. Raha is a customer care provider at Bet Limited. Explain **four** ways in which she can promote customer satisfaction. (8 marks)
- (b) Ms. Robi wants to be a career salesgirl. Outline **six** qualities that she should possess to be suitable for the job. *welcoming, friendly* (9 marks)

14. (a) Outline **four** sources of prospects used by sales people. (8 marks)
- (b) Explain **six** ways in which organizations apply the societal marketing philosophy in their operations. (9 marks)
15. (a) Explain **four** benefits that an organization derives from online marketing. (8 marks)
- (b) Longonot Limited is a wholesaler in Temu County. Outline **six** functions that the firm performs for retailers in the county. (9 marks)

Storage
 breaking of bulk
 security
 insurance

17
 84
 68
 +2
 70
 20
 90
 +5
 95
 +4
 99
 +1
 100

THIS IS THE LAST PRINTED PAGE.

thanks a lot for this far you have brought us too please say thank you to us we say thanks

1000
 100
 1200
 100
 1300

1300
 60
 1300
 600
 700
 2430

60
 21
 430

700
 430
 270

60 x 1
 120 300
 60 120
 25
 300

60 x 10
 600
 100

35
 7

100
 250
 750
 100
 650
 150
 500

5
 6
 700

- It is fast
- It is cheap
- It has wider coverage
- one can purchase good without traveling
- It is secure method

350
 360
 60
 60
 300
 130
 170

4+4+3+2+2 = 15

5+6+4
 3+3+9
 2+2+2+9
 2+2+2+3+4
 7+3
 5+2+4+4
 15