

SECTION A (32 marks)

Answer ALL the questions in this section.

1. State **three** characteristics of direct marketing. (3 marks)
 - (i) _____
 - (ii) _____
 - (iii) _____
2. List **two** ways by which a company can measure the effects of advertising on sales. (2 marks)
 - (i) _____
 - (ii) _____
3. Outline **four** factors that have contributed to the rapid growth of sales promotion particularly in consumer markets. (4 marks)
 - (i) _____
 - (ii) _____
 - (iii) _____
 - (iv) _____
4. State **four** functions of public relations departments in organizations. (4 marks)
 - (i) _____
 - (ii) _____
 - (iii) _____
 - (iv) _____
5. State **four** circumstances under which informative advertising may be used to promote a product. (4 marks)
 - (i) _____
 - (ii) _____
 - (iii) _____
 - (iv) _____

6. Outline **three** steps that a marketer follows when selecting media to use in advertising. (3 marks)
- (i) _____
- (ii) _____
- (iii) _____
7. List **three** roles played by the salesforce in a company. (3 marks)
- (i) _____
- (ii) _____
- (iii) _____
8. New salespeople may spend a lot of time in training. List **three** goals of such training. (3 marks)
- (i) _____
- (ii) _____
- (iii) _____
9. Outline **three** roles of the sender in the marketing communication process. (3 marks)
- (i) _____
- (ii) _____
- (iii) _____
10. State **three** advantages of salesforce automation. (3 marks)
- (i) _____
- (ii) _____
- (iii) _____

SECTION B (68 marks)

Answer any **FOUR** questions from this section in the spaces provided after question 15.

All questions carry equal marks.

11. (a) Explain **six** elements of the communication process. (9 marks)
- (b) Chaka Limited is a small business that manufactures beauty products. Explain **four** reasons why it should communicate regularly with its customers. (8 marks)
12. (a) Explain **six** methods that a company may use to motivate its salesforce. (9 marks)
- (b) Describe **four** roles of the management team responsible for marketing communication. (8 marks)
13. (a) Describe **six** public relations tools that may be used in an organization. (9 marks)
- (b) Pety is the proprietor of Globe Limited. Advise her on the methods she can use to set the company's promotion budget. (8 marks)
14. (a) Mr. Obiero is recruiting salespersons for his company. Describe **six** characteristics that the salespersons should have. (9 marks)
- (b) Explain the criteria used in selecting promotional tools in an organization. (8 marks)
15. (a) Many companies are increasingly using the internet to communicate with their customers. Outline the benefits of using this channel. (9 marks)
- (b) Pemba Limited is a medium sized company that does not carry out any promotional activities. Explain **four** effects that this may have on the company. (8 marks)