

1902/202

MARKETING COMMUNICATION

July 2019

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL
CRAFT CERTIFICATE IN SALES AND MARKETING
MARKETING COMMUNICATION

3 hours**INSTRUCTIONS TO CANDIDATES**

This paper consists of TWO sections; A and B.

Answer ALL the questions in section A and any FOUR questions from section B 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 pages are printed as indicated and that no questions are missing.

SECTION A (32 Marks)

Answer ALL the questions in this section.

1. Outline **four** objectives of marketing communication. (4 marks)
2. List **four** ways in which a target audience influences marketing communication. (4 marks)
3. State **three** methods that may be used to set the total budget for advertising. (3 marks)
4. List **three** limitations of word-of-mouth advertising. (3 marks)
5. State **three** conditions that a marketer may set to select participants of a sales promotion exercise. (3 marks)
6. List **three** types of sales force structures. (3 marks)
7. State **three** corporate identity items which a marketing firm may use for promotion purposes. (3 marks)
8. List **three** challenges of using direct mail to reach customers in Kenya. (3 marks)
9. State **three** reasons why a firm may prefer to use road shows as a promotion method. (3 marks)
10. List **three** methods of motivating sales force. (3 marks)

SECTION B (68 Marks)

Answer any FOUR questions from this section.

11. (a) Explain **six** elements of the marketing communication process. (9 marks)
- (b) Pepe Limited intends to carry out a sales promotion programme. Outline **four** factors that may determine the duration of the programme. (8 marks)
12. (a) Explain **six** advantages of advertising as a promotion method. (9 marks)
- (b) Outline the first **four** steps followed when developing an effective marketing communication message. (8 marks)

13. (a) Outline the **six** stages of the selling process. (9 marks)
- (b) Explain **four** characteristics of direct marketing. (8 marks)
14. (a) Tawa Limited will be exhibiting its products at KICC. Explain the purpose of carrying out such an exercise. (9 marks)
- (b) Outline four functions of public relations in a marketing organization. (8 marks)
15. (a) Tana Limited has hired new sales people. Outline **six** reasons why the sales people should be trained before embarking on their duties. (9 marks)
- (b) Outline **four** disadvantages of direct marketing. (8 marks)

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