

1902/202
MARKETING COMMUNICATION
November 2022
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL
CRAFT CERTIFICATE IN SALES AND MARKETING

MODULE II

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 the pages are printed as indicated and that no questions are missing.



SECTION A (32 marks)

Answer ALL the questions in this section.

1. List **three** tools of public relations used by a firm to enhance its image. (3 marks)
2. State **four** objectives of a marketing communication programme. (4 marks)
3. List **three** types of salesforce structures used by firms to organize salespeople. (3 marks)
4. State **four** factors that a firm may consider when determining its marketing communication budget. (4 marks)
5. List **three** sales promotion tools used by firms to sell consumer products. (3 marks)
6. State **three** methods that may be used to train an organization's salesforce. (3 marks)
7. List **three** advantages of using the radio to advertise a firm's products. (3 marks)
8. State **three** forms of direct marketing used by firms to promote products. (3 marks)
9. State **three** characteristics of an effective advertising media. (3 marks)
10. State **three** disadvantages of using sales promotion to market a firm's products. (3 marks)

SECTION B (68 marks)

Answer any FOUR questions from this section.

11. (a) Outline **six** reasons why salespeople may encounter objections when selling products. (9 marks)
- (b) Spar Limited trains its salesforce regularly. Explain **four** reasons for this practice. (8 marks)
12. (a) Describe **six** elements of the marketing communication process. (9 marks)
- (b) Explain **four** methods that a firm may use to evaluate a sales promotion programme. (8 marks)



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13. (a) Chomba Limited uses public relations to promote its products. Explain **six** benefits that the firm may derive from using this method. (9 marks)
- (b) Outline **four** advantages of using advertising agencies to promote a firm's products. (8 marks)
14. (a) Outline **six** factors that a firm may consider when choosing marketing communication tools. (9 marks)
- (b) Outline **four** ways in which a firm may use direct marketing to sell its products. (8 marks)
15. (a) Outline **six** circumstances under which personal selling may be used to promote a firm's products. (9 marks)
- (b) Explain **four** challenges that a firm may face when using internet to promote its products. (8 marks)

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