

2802/302  
2920/302  
SALES AND MARKETING  
June/July 2021  
Time: 3 hours

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RAMOGI INSTITUTE OF  
ADVANCED TECHNOLOGY  
P. O. Box 1738, KISUMU



**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**

*This paper consists of TWO sections; A and B.*  
*Answer ALL 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 as shown.*  
*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 personality traits of a successful sales person. (4 marks)
2. Highlight four external sources of new product ideas. (4 marks)
3. Explain two limitations of market segmentation. (4 marks)
4. Outline four tasks that are carried out by a sales person in the course of duty. (4 marks)
5. Outline four circumstances under which a short chain of distribution may be appropriate for an organization. (4 marks)
6. State four consumer promotional tools that a sales-person may employ to stimulate quick market response. (4 marks)
7. Explain two factors that are responsible for the growth of the modern concept of marketing. (4 marks)
8. Identify four types of consumer buying patterns. (4 marks)
9. State the four Cs of a marketing mix that have been derived from the original four Ps. (4 marks)
10. Highlight four causes of adverse sales volume variance in an organization. (4 marks)

SECTION B (60 marks)

Answer any THREE questions from this section.

11. (a) Explain the stages of the product life cycle. (10 marks)
- (b) Prolyx Limited has adopted a policy of changing product package periodically. Explain three objectives that the firm aims to achieve through such policy. (6 marks)
- (c) Outline four roles performed by channels of distribution. (4 marks)
12. (a) Explain five benefits that an organization may derive from pursuing the market-oriented business approach. (10 marks)
- (b) Outline the steps involved in the buying process. (5 marks)
- (c) Outline the steps involved in the buying process. (5 marks)

13. (a) Explain five criteria that should be satisfied for market segmentation to be effective. (10 marks)
- (b) Some firm's have adopted the use of the internet to achieve marketing objectives. Explain five benefits that the firms may derive from this approach. (10 marks)
14. (a) Explain four reasons that support the skimming price policy for a product in its introduction stage. (8 marks)
- (b) Explain four circumstances under which sales promotion may be appropriate in marketing. (8 marks)
- (c) Outline four factors that may determine the size of a sales territory allocated to a sales person. (4 marks)
15. (a) Explain five functions of the marketing department in an organization. (10 marks)  
*customer bargaining, profit margin, packaging, advertisement*
- (b) Differentiate between the following marketing concepts:
- (i) the production concept;
- (ii) the product concept. (4 marks)
- (c) Explain three trends in the economic environment that may negatively affect the purchasing power of customers in a market. (6 marks)

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