

2802/302  
2920/302  
SALES AND MARKETING  
Oct./Nov. 2022  
Time: 3 hours



**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**

*You should have an answer booklet for this examination.*

*This paper consists of TWO sections: A and B.*

*Answer ALL the questions in section A and THREE questions from section B.*

*All questions carry equal marks.*

*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 from this section.*

1. Outline **four** functions of product packaging. (4 marks)
2. Outline **four** internal factors that may influence pricing in an organization. (4 marks)
3. Highlight **four** advantages of marketing by mail order. (4 marks)
4. State **four** demographic variables that should be considered during market segmentation. (4 marks)
5. Highlight **four** types of advertising that may be used by a firm. (4 marks)
6. Outline **four** strategies that a salesperson may adopt to overcome objections during a sales presentation. (4 marks)
7. Highlight **four** factors that a sales manager should consider before drafting an advertisement. (4 marks)
8. Outline **four** personal traits of a salesperson that may hinder success in their work. (4 marks)
9. Explain **two** reasons that make it necessary to forecast sales in an organization. (4 marks)
10. State **four** forms of utility that marketing helps to create in relation to products. (4 marks)



**SECTION B (60 marks)**

*Answer any THREE questions from this section.*

11. (a) Explain **five** components of the macro-marketing environment of a firm. (10 marks)
- (b) Highlight the stages involved in the buying process. (5 marks)
- (c) Outline **five** reasons that make it necessary for companies to launch new products. (5 marks)
12. (a) Explain **five** factors that may affect the choice of a distribution channel in an organization. (10 marks)
- (b) The marketing manager at Zicof Limited intends to launch a sales promotion campaign. Explain **three** measures that should be taken to enhance its success. (6 marks)
- (c) Outline **four** types of information that a salesperson should obtain before meeting a prospective client. (4 marks)
13. (a) Explain **five** differences between the traditional concept of marketing and the modern concept of marketing. (10 marks)
- (b) Explain **five** reasons that may account for new product failure. (10 marks)
14. (a) Explain **four** personal factors that may affect consumer behaviour. (8 marks)
- (b) Explain **two** benefits that may accrue to an organization from proper determination of the marketing mix. (4 marks)
- (c) Explain **four** circumstances under which the price skimming strategy may be appropriate in an organization. (8 marks)
15. (a) Explain **five** factors that may determine the number of sales persons required by an organization. (10 marks)
- (b) Explain **three** challenges that may be associated with setting sales targets for the sales force in an organization. (6 marks)
- (c) Highlight **four** requirements for effective market segmentation. (4 marks)

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