

2903/205 2924/202
2907/205 2925/205
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**PRINCIPLES AND PRACTICE
OF MARKETING**

November 2021

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**DIPLOMA IN SUPPLY CHAIN MANAGEMENT
DIPLOMA IN COOPERATIVE MANAGEMENT
DIPLOMA IN ENTREPRENEURSHIP
DIPLOMA IN INVESTMENT MANAGEMENT
DIPLOMA IN MARITIME TRANSPORT LOGISTICS
DIPLOMA IN HUMAN RESOURCE MANAGEMENT**

MODULE II

PRINCIPLES AND PRACTICE OF MARKETING

3 hours

INSTRUCTIONS TO CANDIDATES

This paper consists of SEVEN questions.

Answer any FIVE questions in the answer booklet provided.

All questions carry equal marks.

Candidates should answer the questions in English.

This paper consists of 2 printed pages.

Candidates should check the question paper to ascertain that both pages are printed as indicated and that no questions are missing.

1. (a) Benta Limited uses advertising to promote its products. Explain **five** reasons for choosing this promotion strategy. (10 marks)
- (b) Outline **five** factors that may hinder organizations from developing new products. (10 marks)
2. (a) Outline **five** advantages of adopting the selling concept as part of a firm's marketing strategy. (10 marks)
- (b) Explain **five** effects of rising inflation on a marketing organization's operation. (10 marks)
3. (a) Seko Limited has been experiencing customer complaints regularly. Outline **five** strategies that the firm may adopt to address the complaints. (10 marks)
- (b) Trum Limited operates in a politically stable environment. Explain **five** benefits that the firm derives from operating in such an environment. (10 marks)
4. (a) Outline **five** limitations of segmenting markets geographically. (10 marks)
- (b) Explain **five** organizational factors that may affect a firm's buying decisions. (10 marks)
5. (a) Explain **five** factors that may influence a firm's decisions when designing its marketing mix. (10 marks)
- (b) Outline **five** objectives that a good packaging design should achieve. (10 marks)
6. (a) Explain **five** circumstances under which a firm may adopt survival as a pricing objective. (10 marks)
- (b) Outline **five** ways in which adopting of information communication technology may positively affect a firm's distribution strategy. (10 marks)
7. (a) Explain **five** reasons why organizations sponsor events. (10 marks)
- (b) Mr. Liam is a professional buyer at Pisa Limited. Outline **five** roles that he plays in the firm's buying process. (10 marks)

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