

2902/302

MARKETING PLANNING

July 2017

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN SALES AND MARKETING

MARKETING PLANNING

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) Outline **five** benefits that a firm may derive from setting sound marketing objectives. (10 marks)
- (b) Creative Limited, a new company is in the process of formulating its mission statement. Explain **five** elements that should be included in the mission statement. (10 marks)
2. (a) Ms. Kamiri, a marketing consultant is preparing a talk on the benefits of using a marketing budget. Outline **four** benefits that she is likely to focus on. (8 marks)
- (b) Mr. Matu is preparing a marketing plan for a client. Describe the first **six** components of the plan that he should include. (12 marks)
3. (a) Describe **five** qualitative methods that may be used to forecast sales in a marketing organisation. (10 marks)
- (b) Explain **five** reasons why a firm's marketing plan may fail. (10 marks)
4. (a) Describe the steps followed in the marketing control process. (8 marks)
- (b) Explain **six** ways in which a marketing firm may use modern technology to control its operations. (12 marks)
5. (a) It is necessary for a firm to scan the marketing environment when preparing a strategic plan. Outline **six** reasons for this. (12 marks)
- (b) Explain **four** components of a firm's marketing information system. (8 marks)
6. (a) Outline **five** tools that may be used by a firm to control its marketing activities. (10 marks)
- (b) Kitwa Limited uses penetration pricing strategy for its products. Outline **five** circumstances which could have influenced the company to use this strategy. (10 marks)
7. (a) Explain **six** advantages of carrying out a portfolio analysis to a marketing firm. (12 marks)
- (b) Koki Limited uses differentiated market coverage strategy to serve its market. Outline **four** benefits that the company derives from using this strategy. (8 marks)

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