

Name: _____ Index No: _____ easyvet.com

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**STRATEGIC PLANNING IN
SALES AND MARKETING**

November 2015

Time: 3 hours

Candidate's Signature: _____

Date: _____



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**BUSINESS EDUCATION SINGLE AND GROUP
CERTIFICATE EXAMINATIONS
DIPLOMA IN SALES AND MARKETING**

STRATEGIC PLANNING IN SALES AND MARKETING

3 hours

INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided above.

Sign and write the date of the examination in the spaces provided above.

This paper consists of SEVEN questions.

Answer any FIVE questions in the spaces provided in this question paper.

All questions carry equal marks.

Do not remove any page from this question paper.

Candidates should answer the questions in English.

For Examiner's Use Only

Question	1	2	3	4	5	6	7	TOTAL SCORE
Candidate's Score								

This paper consists of 16 printed pages.

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

1. (a) Ms. Juma is a newly employed sales representative looking for new prospects. Advice her on **five** sources of prospects that she should consider. (10 marks)
- (b) Explain **five** methods that a sales manager may use to set a sales budget. (10 marks)
2. (a) Explain **five** types of information that may be contained in a company's database. (10 marks)
- (b) Progressive Limited uses the customer-based sales structure. Explain **five** circumstances under which this structure may have been chosen. (10 marks)
3. (a) Makena is a sales person and often sets her sales call objectives. Explain **five** such probable objectives. (10 marks)
- (b) Explain **five** factors that a sales manager should consider when choosing a sales channel. (10 marks)
4. (a) Explain **five** limitations of engaging in sales forecasting. (10 marks)
- (b) Mr. Mako is preparing a sales presentation on "elements of sales planning". Explain **five** elements that he may focus on. (10 marks)
5. (a) Explain **five** roles of Information Technology in retail selling. (10 marks)
- (b) Tangaza Limited has invested in a Customer Relationship System. Explain **five** benefits that firm may derive from using such a system. (10 marks)
6. (a) Mr. Bee often faces objections during sales presentations. Explain **five** reasons why his clients raise objections. (10 marks)
- (b) Jema is a salesman at Waku Limited. Explain **five** ways in which he may build credibility for the firm. (10 marks)
7. (a) Explain **five** methods that sales people may use to contact key decision makers in an industrial firm. (10 marks)
- (b) Explain **five** ways in which a sales person may use social media in sales activities. (10 marks)