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**STRATEGIC PLANNING IN SALES  
AND MARKETING**

**November 2018**

**Time: 3 hours**



**THE KENYA NATIONAL EXAMINATIONS COUNCIL**

**DIPLOMA IN SALES AND MARKETING  
MODULE III**

**BUSINESS EDUCATION SINGLE AND GROUP CERTIFICATE  
EXAMINATIONS**

**STRATEGIC PLANNING IN SALES AND 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.**

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**Turn over**

1. (a) The sales manager of Bidii Company Ltd is in the process of conducting a sales analysis.  
Describe **four** factors that the manager should consider in determining the types of information to use in the analysis. (8 marks)
- (b) Explain the importance of carrying out a sales management audit in an organization. (12 marks)
2. (a) Explain **five** factors that may determine the strategy that a firm may adopt for its customer relationship. (10 marks)
- (b) Outline **five** circumstances under which a sales manager may find it appropriate to use contracted sales agents for its customer prospecting activities. (10 marks)
3. (a) Outline **five** measures that a marketing department may take in order to enhance the level of the quality of goods delivered to customers. (10 marks)
- (b) Explain **five** ways in which the mobile phone has facilitated selling activities of a firm in Kenya. (10 marks)
4. (a) One of the stages in sales planning is the establishment of sales targets. Explain **five** reasons for setting of such targets. (10 marks)
- (b) One of the methods that a sales manager may use to organize salespeople is the customer basis. Explain **five** advantages of using this method. (10 marks)
5. (a) One of the methods that an organization may use for its sales forecasting is the sales force composite method. Outline **four** advantages of using this method. (8 marks)
- (b) Didi, a sales lady with a manufacturing firm, has decided to use direct mail as a prospecting strategy. Explain **six** measures that Didi should take to enhance the effectiveness of this strategy. (12 marks)
6. (a) There are certain objectives that a salesperson is expected to achieve on the initial sales call to a prospect. Highlight **five** such objectives. (10 marks)
- (b) Explain **five** ways in which a good compensation program for salespersons may enhance their performance. (10 marks)
7. (a) One of the strategies that a salesperson may use for prospecting is the internet. Explain **six** advantages of using this strategy. (12 marks)
- (b) There are certain factors that a salesperson should consider when determining the method to use in contacting a customer. Outline **four** such factors. (8 marks)

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