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**STRATEGIC PLANNING IN SALES
AND MARKETING**

July 2019

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.

Prospect seriously

can Personalize figure Des to Client's

Necessarily resources
Priorities
goal
Time

1. (a) Explain **five** characteristics of effective sales planning. (10 marks)
(b) Outline **five** reasons why an organisation may carryout a sales environment analysis. (10 marks)
*Determine target demo
Identify customers*

2. (a) Explain **five** ways in which a salesperson may win prospects. (10 marks)
*Determine compe Pricing
Determine competitors strategies*
(b) Anderson, a salesman, is planning a sales call before contacting his prospect. Explain **five** reasons for planning the call. (10 marks)
*Identify quality
Prioritize*

3. (a) Explain **four** sales force structures that may be adopted by a marketing firm. (8 marks)

(b) Mr. Yumbi, a sales manager, is a preparing a sales budget for the department. Describe the **first six** steps that he should follow in the preparation. (12 marks)

4. (a) Explain **five** strategies that a salesperson may adopt when negotiating to achieve a mutually beneficial agreement with a customer (10 marks)
*Identify
considers resources
analyse
evaluate*

(b) Explain the criteria that may be used to measure sales force performance. (10 marks)
Prioritize

5. (a) Outline **five** external factors that may affect the sales of a firm. (10 marks)

(b) Jasmine Limited is a new multi-national firm in Kenya. Explain **five** ways in which it can build its credibility. (10 marks)
*political
economical
legal
geographical
income level. culture
Be trustworthy - loyal
Be genuine
Be sincere
respectful
Accountable*

6. (a) Veltex Limited does sales forecasting annually. Explain the significance of this exercise to the firm. (10 marks)
*Budgeting
Allocation of resources
Planning*

(b) Explain **five** roles that Information Communication Technology plays in the retail sector. (10 marks)

7. (a) Outline **five** sources of sales leads that may be available to a salesperson (10 marks)
*performance indicator
Existing customers
competitor
company files*

(b) Explain the importance of follow-up in the selling processing. (10 marks)
*Retention
Helps in building credibility
Acquiring feedback
Boosting customer relation*

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