Name	Index No.	
2802/302		-

2920/302 SALES AND MARKETING Oct./Nov. 2015 Time: 3 Hours

	Candidate's Signature
(ETTA)	Date

THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN FOOD AND BEVERAGE MANAGEMENT DIPLOMA IN BAKING TECHNOLOGY MODULE III

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 examination in the spaces provided above.

This paper consists of TWO sections; A and B.

Answer ALL questions in section A, questions 11 and 14 and any other ONE question from section B in the spaces provided in this question paper.

Marks for each part of a question and section are as indicated.

Do NOT remove any pages from this booklet.

Candidates should answer the questions in English.

For Examiner's Use Only

Section	Question	Maximum Score	Candidate's Score
A	1 - 10	40	
	11	20	
В	14	20	
		20	
TO	OTAL SCORE	100	

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.

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Turn over

SECTION A (40 marks)

Answer ALL the questions in this section in the spaces provided after each question.

Highlight four characteristics of a good brand name.	(4 marks)
Lightight four causes of new product failure	(A marks)
Highlight four causes of new product failure.	(4 marks)
The psychologist Abraham Harold Maslow postulated a "hierarch human behavior. By referring to this theory, outline four needs to	hy of needs" theory to explain that determine buyer
behaviour, citing relevant examples in each case.	(4 marks)
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Outline four advantages of sales forecast.	(4 marks)
1 1 - mailing Evaluin to	vo such publics
A company's marketing environment includes various publics. Explain to	(4 marks)
Manyam Franchise	
DiscoveriLearniApply	
Outline four reasons that make a price important to a marketer.	(4 marks

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Identify four types of services, citing an example in each case.	(4 mark
Outline four types of functional middlemen.	(4 mark
Disc overlLearn!Apply	
·	
Highlight two differences between marketing and selling.	(4 mark
	aanaal Mahadada Maga, aayagaa yaan - aad Alii Alii Alii Alii Alii Alii Alii Ali
	(4 mark

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	SECTION B (60 marks)	
A	nswer questions 11 and 14 and any other ONE from this section in the spaces provided after question 15.	
(a)	Explain four features of services.	(8 marks)
(b)	Explain six ways in which a seller may influence the buying behaviour of cu	ustomers. (12 marks)
(a)	Explain five external factors that impact on marketing.	(10 marks)
(b)	Explain five benefits of branding of products to a manufacturer.	(10 marks)
(a)	Explain four benefits of market segmentation.	(8 marks)
(b)	Explain six causes of the difference between actual sale and budget sales.	(12 marks)
(a)	In recent times, there have been price wars among companies operating in tindustry. Explain four reasons for such wars.	he same (8 marks)
(b)	Explain six factors that a producer of goods should consider when selecting middleman.	g a (12 marks)
(a)	Explain six objectives of advertising.	(12 marks)
(b)	Explain four challenges faced by sales persons while selling online.	(8 marks)

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