

2903/205 2925/205
2907/205 2926/205
2914/205
2924/205

**PRINCIPLES AND PRACTICE OF
MARKETING**

July 2023

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**DIPLOMA IN SUPPLY CHAIN MANAGEMENT
DIPLOMA IN COOPERATIVE MANAGEMENT
DIPLOMA IN ENTREPRENEURSHIP
DIPLOMA IN INVESTMENT
DIPLOMA IN MARITIME TRANSPORT LOGISTICS
DIPLOMA IN HUMAN RESOURCE MANAGEMENT**

MODULE II

PRINCIPLES AND PRACTICE OF MARKETING

3 hours

INSTRUCTIONS TO CANDIDATES

This paper consists of SEVEN questions.

Answer any FIVE of the questions in the answer booklet provided.

Maximum marks for each question are as indicated.

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 no questions are missing.

1. (a) Explain **five** goals that a marketing firm may strive to achieve. (10 marks)
(b) Explain **five** ways in which the technological environment influences marketing activities of an organization positively. (10 marks)
2. (a) Describe **five** characteristics of the growth stage of a product life cycle. (10 marks)
(b) Explain **five** instances when a firm may adopt promotional pricing strategy. (10 marks)
3. (a) Bunny Limited recently segmented its market. Explain **six** benefits that the firm will derive from this activity. (12 marks)
(b) Describe **four** circumstances under which a firm may engage in a new buying situation. (8 marks)
4. (a) Explain **five** company-related factors that may influence the choice of a distribution channel. (10 marks)
(b) Kentack Limited uses electronic billboards to advertise its products throughout the country. Outline **five** advantages of using this medium. (10 marks)
5. (a) Describe **five** aspects of customer service that service providers should take into account when performing their duties. (10 marks)
(b) Nena Enterprises has recently embraced the use of direct marketing to promote its products. Explain **five** benefits that the customers may derive from this method. (10 marks)
6. (a) Various activities are undertaken in the physical distribution of products. Explain **four** such activities. (8 marks)
(b) Describe **six** steps that a firm should follow when setting prices for its products. (12 marks)
7. (a) Adopters of new products have been observed to go through various stages of the adoption process. Describe **five** such stages. (10 marks)
(b) Explain **five** factors that may affect the marketing mix elements of an organization. (10 marks)

THIS IS THE LAST PRINTED PAGE.

2903/205

2925/205

2

2907/205

2926/205

2914/205

2924/205

July 2023