

CHUKA

UNIVERSITY



UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
ENTREPRENEURSHIP AND ENTERPRISE MANAGEMENT**

BEEM 435: ENTERPRISE PROMOTION

STREAMS: BEEM

TIME: 2 HOURS

DAY/DATE: TUESDAY 21/09/2021

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- *Answer question one and any other two questions*
- *Do not write on the question paper*

Question one

Your local county has invited you as an expert in enterprise promotion strategy to facilitate an entrepreneurship seminar on “Promotion in micro and small enterprise”. Discuss the content of your promotion as follows:

- a) Factors to consider in selecting an enterprise promotion strategy. (10 marks)
- b) The barriers to effective communication in MSE promotion (7 marks)
- c) Discuss the steps undertaken in developing an effective integrated communication mix for an enterprise. (13 marks)

Question two

- a) Using the steps in the selling process, demonstrate how you would sell a new car model in a competitive market environment. (14 marks)
- b) Identify and explain six advantages of understanding the target audience. (6 marks)

Question three

- a) Identify and explain the trends that have enhanced growth of sales promotion as a promotion tool in enterprises. (10 marks)
- b) Briefly explain to a group of entrepreneurs the major issues they should observe when they are selecting the right electronic media for promotion. (10 marks)

Question four

- a) Briefly discuss five most frequently used PR techniques that MSEs can adopt. (10 marks)
 - b) Discuss two methods of developing an advertising budget that entrepreneurs can apply by citing its strengths. (10 marks)
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