

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF ENTREPRENEURSHIP AND ENTERPRISE MANAGEMENT

BEEM 435: ENTERPRISE PROMOTION

STREAMS: BEEM

TIME: 2 HOURS

DAY/DATE: FRIDAY 26/03/2021

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- Answer question ONE and any other TWO questions
- Do not write on the question paper

QUESTION ONE (COMPULSORY)

As a marketing communication manager of a pharmaceutical company, you are required to orientate new sales persons in the sales department. You are required to perform the following tasks:

- Explain the elements of promotion mix and how they are integrated to achieve organizational goals. [9 marks]
- Discuss the role of the company's sales persons in creating value for customers and building customer relationships. [7 marks]
- Identify unethical concerns in advertising and the justification for such practices [7 marks]
- Recommend the most effective promotion technique for small enterprises. Justify your choice [7 marks]

QUESTION TWO

- Demonstrate the steps you would undertake to achieve an effective communication strategy. [12 marks]
- Explain the shortcomings of sales promotion in small business [8 marks]

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QUESTION THREE

- (a) Discuss the most frequently used public relations techniques [14 marks]
- (b) Justify the use of PR by firms to communicate to their publics. [6 marks]

QUESTION FOUR

- (a) Discuss the benefits of direct marketing and the trends fueling its growth [10 marks]
- (b) Demonstrate how you can develop a promotion budget using any two techniques [10 marks]
