

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 Y4S1

TIME: 2 HOURS

DAY/DATE: FRIDAY 14/12/2018

8.30 A.M - 10.30 A.M.

INSTRUCTIONS

- Answer Question ONE (COMPULSORY) and any other TWO Questions
- Do not write on the question paper

QUESTION ONE - (COMPULSORY)

- (a) Suppose you are the marketing manager responsible for recommending the sales promotion plan for the launch of a new brand of purple tea to be sold in supermarket. What promotional tools would you consider for this task? [10 Marks]
- (b) As a brand manager in a company that manufactures beauty products, you are required to choose an appropriate media for an advertising campaign to introduce a new line of men personal care products. What factors would you consider? Explain your answer. [10 Marks]
- (c) Explain the challenges that MSEs face when developing and implementing promotional strategies for their products and services. [10 Marks]

QUESTION TWO

As a communications manager in a pharmaceutical company, you are required to develop an effective communication strategy for the company. Outline and explain the steps you would consider in developing an effective communication strategy. [20 Marks]

QUESTION THREE

- (a) Describe the communication process. [12 Marks]
- (b) Explain the factors that affect the design of an effective promotion mix. [8 Marks]

**QUESTION FOUR**

(a) Explain how enterprises use public relations strategies to communicate with their publics.

[10 Marks]

(b) As an expert in entrepreneurship, advise a group of entrepreneurs in Tharaka Nithi County on the most appropriate sales promotion techniques they can adopt and why. [10 Marks]

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