

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

BEEM 435: ENTERPRISE PROMOTION

STREAMS: BEEM Y4S1

TIME:2 HOURS

DAY/DATE: THURSDAY 19/12/2024

8.30 A.M. –10.30 A.M.

INSTRUCTIONS: Answer question ONE and any other TWO questions

QUESTION ONE (COMPULSORY)

- (a) Explain the importance of adopting promotion mix as opposed to a single technique and demonstrate how techniques are integrated to achieve organizational goals [9Marks].
- (b) Discuss the concept of personal selling pointing out its benefits over other promotion techniques. [7Marks]
- (c) Identify unethical concerns in advertising and the justification for such practices. [7 marks]
- (d) Recommend the most effective promotion technique for small enterprises. Justify your choice [7 marks]

QUESTION TWO

- (a) Demonstrate the steps you would undertake to achieve an effective communication strategy. [12 marks]

BEEM 435

- (b) Explain why people object to a sale and the strategies you can employ to reduce such objections [8 marks]

QUESTION THREE

- (a) Discuss the most frequently used public relations techniques that SMEs can apply [8 marks]
(b) Justify the use of sales promotion by firms to communicate to their current and prospective customers. [7 marks]

QUESTION FOUR

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