

PRODUCT PROMOTION

KCSE QUICK REVISION

*Compilation of Possible Questions in Business Studies
Likely to be Examined in KCSE.*

*A Special Analysis of Prediction Questions that may be Tested in KCSE from this
Topic in Form 2.*

BUSINESS STUDIES

SERIES 1

For Marking Schemes

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PRODUCT PROMOTION

The topic entails:

- ✓ **Meaning and purpose of product promotion and its impact on the business performance.**
- ✓ **Discussion of the various methods of production with characteristics of each method; advantages and disadvantages of each method.**
- ✓ **Discuss factors that influence choice of a product promotion medium as well as advantages and disadvantages of each.**
- ✓ **Discuss ethical issues in product promotion and how these issues affect the business.**
- ✓ **Discuss the emerging issues and explain their impact on the business.**

1. Below are terms used in sales promotions:-

- Competitive advertising
- Product advertising
- Informative advertising
- Institutional advertising
- Primary demand advertising

Identify the most appropriate term described in each of the following case,

- i) Aims at increasing the sales volume of the company's entire range of products
- ii) Provides relevant information about producers products
- iii) Seeks to popularize the business enterprise offering goods for sale
- iv) Seeks to promote the sale of a new variety of a company's creations

- 2. Outline **four** benefits that accrue to a company by using a prize winning competition to promote its products
- 3. Outline **four** steps involved in personal selling
- 4. State any **three** forms of after sales services offered to customers
- 5. State the functions of advertising agencies to the producers
- 6. Elgon industries a producer of sweets and chocolates wants to launch its products in the market. Outline **four** factors the firm should consider when choosing an appropriate medium for promotion

7. List **four** after sale services that a seller may offer to attract more buyers for his products
8. Highlight **five** benefits that a firm gets from the use of customers care services as part of its operation
9. Highlight **five** circumstances under which persuasive advertising may be used
10. Explain **five** benefits that consumers are likely to enjoy from product differentiation
11. Jogoo business enterprise has been using salesmen to market their products. Highlight **five** benefits of this strategy to the company
12. Explain **five** circumstances under which personal selling would be the most appropriate method of promoting a product
13. A manufacturer exhibited his goods in a local trade fair. However, his sales didn't increase significantly thereafter. Outline **five** reasons that may have led to lack of significant sales increase
14. Highlight **five** sales promotional methods which may be used by traders to increase their sales
15. Advertising in the newspapers is one way of promoting sales of goods. Highlight **five** limitations of advertising goods in newspapers

For Marking Schemes/Answers

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FOR THE FOLLOWING;

- ✓ **ONLINE TUITION**
- ✓ **REVISION NOTES**
- ✓ **SCHEMES OF WORK**
- ✓ **SETBOOKS VIDEOS**
- ✓ **TERMLY EXAMS**
- ✓ **QUICK REVISION KITS**
- ✓ **KCSE TOPICALS**
- ✓ **KCSE PREMOCKS**
- ✓ **TOP SCHOOLS PREMOCKS**
- ✓ **JOINT PREMOCKS**
- ✓ **KCSE MOCKS**
- ✓ **TOP SCHOOLS MOCKS**
- ✓ **JOINT MOCKS**
- ✓ **KCSE POSTMOCKS**
- ✓ **TOP SCHOOLS PREDICTIONS**
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