

NAME	INDEX NUMBER
SCHOOL	DATE _____

PRODUCT PROMOTION

1. 1995 P1

The following are types of advertising

- Product advertising
- Competitive advertising
- Information advertising
- Institutional advertising

In the table below, match each type with its appropriate description. (4 marks)

	Description	Type
a)	Create awareness about a product	
b)	Promotes the name of the manufacturer	
c)	Persuades a particular brand of a product	
d)	Promotes a particular brand of a product	

2. 1995 P2

Abdullah, a manufacturer, exhibited his goods in a local trade shows. However his sales did not increase significantly thereafter. Outline five reasons that may have led to lack of significant sales increase.

(10 marks)

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3. **1996 P1**
State four ways in which consumers benefit from advertising by business people. (4 marks)

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4. **1996 P2**
Describe the procedures involved in personal selling methods of sales promotion.(10 marks)

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- 5. **1997 P1**
Give three reasons why manufacturer may offer after sales services to his customers (3 marks)

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6. **1997 P2**

Outline five ways of attracting customers that traders may put into use. (10 marks)

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7. **1998 P1**

Outline four steps involved in personal selling process. (4 marks)

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8. 1998 P2

Explain five benefits that a trader would get by advertising his goods through the radio.

(10 marks)

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9. 1999 P1

State four circumstances under which a trader would advertise his products over the radio instead of the television. (4 marks)

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10. 1999 P2

Explain the reasons why the firms with popular products find it necessary to continually advertise the same products. (10 marks)

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11. 2000 P1
Identify four disadvantages of advertising through television in Kenya. (4 marks)

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12. 2000 P1
List four disadvantages of advertising through television in Kenya. (4 marks)

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13. 2000 P2

A multinational company is planning to launch its products in the local Kenyan market. Highlight the factors that should be considered by the company when choosing the appropriate media through which to advertise the products.
(10 marks)

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14. 2001 P1

Highlight four limitations of after sales services as a method of promoting products.

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15. 2001 P2

Explain the role of a sales department in a business firm
(marks)

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16. 2001 P2

What are the benefits accruing to a seller who uses personal selling methods to promote her products.
(10 marks)

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17. 2002 P1

Outline the advantages of after sales services as a method of sales promotion to a customer.
(4 marks)

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18. 2003 P1

Highlight three reasons why traders may engage in sales promotion. (3 marks)

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19. 2004 P1

State four advantages of personal selling method of promoting sales. (4 marks)

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20. 2004 P2

Advertising in the newspaper is one way of promoting sales of goods. Highlight five limitations of advertising goods in newspapers. (10 marks)

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21. 2006 Q6 P1

What are the advantages of personal selling as a method of sales promotion? (4 marks)

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22. 2007 Q4 P1

A firm wishes to introduce a new product into the market. Outline four factors that should be considered in choosing an appropriate medium for promotion.

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23. 2008 Q15 P1

State four reasons why ethical practice is necessary in Product promotion (4 marks)

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24. 2009 Q3 P1

Amboseli Enterprises has been spending heavily on promotion of its products though its sales have consistently declined. Outline four measures that the company may take to reverse the trend.
(4 marks)

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25. 2012 Q22 P1

Highlight four advantages of promoting sales through the internet. (4 marks)

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