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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
THIRD YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 8th December, 2023

Time: 2.30am –4.30pm

KBA 430 - PROMOTION AND ADVERTISEMENT

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

Southern Sudan is one of youngest country in Africa. Having acquired her independence few years ago. The business environment in Southern Sudan has been volatile but it is starting to pick, though highly challenged by political instability and civil wars among clan militia members. Safaricom have appointed you on three years contract as head of marketing department South Sudan region of which you have to perform in order for your contract to be renewed.

- a) Explain three promotion tools available to the Safaricom marketers in south sudan [6 marks]
- b) Analyze three basic concepts of advertising you would consider as a marketer. [6 marks]
- c) Safaricom have so far enjoyed a wide market in kenya. Discuss three types of advertisement applied by Safaricom [6 marks]
- d) Explain three common types of unethical promotion practices done by organizations you would avoid in south sudan. [6 marks]
- e) Assess three factors that your team of marketers need to consider when choosing to advertise your business in Southern Sudan . [6 marks]

QUESTION TWO (20 MARKS)

- a) With relevant examples, discuss five benefits of promotion by small enterprises in Kenya. (10 marks)
- b) You are appointed by KWUST as a senior marketer, advice the management on the role of advertising as a promotional tool. (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain five basic characteristics of a good promotion plans. (10 marks)
- b) Evaluate five factors that influence the size of promotion budget. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Describe five merits of advertising. (10 marks)
- b) Customer Survey Techniques allows small business firms to examine important aspects of customers relations. Evaluate five benefits of this marketing research. (10 marks)

QUESTION FIVE(20 MARKS)

- a) Discuss five emerging issues in modern marketing one need to consider when making audio - visual advertisement. (10 marks)
- b) You are appointed a senior KWUST marketing manager. Advice The University Management Board on various marketing strategies to market KWUST across the country. (10 marks)