END OF PROGRAMME

S3 ENTREPRENEURSHIP EXAMINATION PAPER 2

INSTRUCTIONS **TIME**: **1 HOUR**

i) Section A is compulsory.

ii) Attempt any 2 questions in section B

SECTION A (20MARKS)

1a) Define the term marketing. (1 mark)

b) Mention 3 marketing objectives. (3marks)

c) Give four marketing functions. (4marks)

d) List four stages in the product life cycle. (4marks)

e) Outline four objectives of pricing. (4marks)

f) Mention four importance of marketing. (4marks)

SECTION B (40 MARKS)

2 a) Explain ten (10) factors to consider when choosing a channel of distribution. (10marks)

b) Explain ten (10) roles of middlemen in the chain of distribution. (10marks)

3 a) Briefly give four (4) reasons for persuading consumers to buy products. (4marks)

b) Explain seven (7) factors to consider when choosing an advertising media (14marks)

4a) Briefly explain five (5) factors affecting pricing decisions (10marks)

b) Describe 5 methods of pricing products. (10marks)

END