

15. - PRODUCT PROMOTION

The topic entails:

- (i) **Meaning and purpose of product promotion and its impact on the business performance.**
- (ii) **Discussion of the various methods of production with characteristics of each method; advantages and disadvantages of each method.**
- (iii) **Discuss factors that influence choice of a product promotion medium as well as advantages and disadvantages of each.**
- (iv) **Discuss ethical issues in product promotion and how these issues affect the business.**
- (v) **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,

- products
- i) Aims at increasing the sales volume of the company's entire range of
 - 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

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1. Highlight **five** benefits that a firm gets from the use of customers care services as part
of its operation
2. Highlight **five** circumstances under which persuasive advertising may be used
3. Explain **five** benefits that consumers are likely to enjoy from product differentiation
4. Jogoo business enterprise has been using salesmen to market their products. Highlight
five benefits of this strategy to the company
5. Explain **five** circumstances under which personal selling would be the most appropriate
method of promoting a product
6. 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

7. Highlight **five** sales promotional methods which may be used by traders to increase their sales
8. Advertising in the newspapers is one way of promoting sales of goods. Highlight **five** limitations of advertising goods in newspapers