



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS
UNIVERSITY EXAMINATION FOR:
BACHELORS OF BUSINESS ADMINISTRATION
BACHELOR OF COMMERCE
BMK 4306: PROMOTION & ADVERTISING
END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2025

TIME: 2 HOURS

DATE: 8 May 2025

Instructions to Candidates

You should have the following for this examination

-Answer booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt Question ONE (compulsory) and any other TWO questions

Do not write on the question paper.

Question ONE

- (a) Discuss the factors that should be considered when developing promotion budget. (10 marks)
- (b) Analyze the reasons why advertising has faced a lot of criticism of late. (10 marks)
- (c) Explain the factors that need to be taken into account when developing advertising message. (10 marks)

Question TWO

- (a) Illustrate the objectives of product promotion. (10 marks)
- (b) Discuss the importance of personal selling. (10 marks)

Question THREE

- (a) Explain the factors that make the marketer prefer the use of Point-of-Purchase (POP) displays in promotion products. (10 marks)
- (b) Discuss the factors that should be considered when choosing an advertising media. (10 marks)

Question FOUR

- (a) Explain the benefits of conducting market analysis before conducting a promotion. (10 marks)
- (b) Analyze the importance of market segmentation to marketers during sales promotion. (10 marks)

Question FIVE

Write short notes on the following:

- i. Target marketing (4 marks)
- ii. Brand switchers (4 marks)
- iii. Sales quota (4 marks)
- iv. Sales territory (4 marks)
- v. Personified advertising (4 marks)