**NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ADM NO: \_\_\_\_\_\_\_\_\_\_\_\_CLASS: \_\_\_\_\_\_\_\_\_\_**

**DATE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ SIGN: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

MARKS HERE

**BUSINESS STUDIES**

**FORM 2**

**TERM 3, 2023**

**INSTRUCTIONS: (answer all questions) TIME: (1 h 30min)**

1. Give three importance of product promotion. 3mks

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1. Outline four circumstances under which personal selling is appropriate. 4mks

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1. State five steps involved in personal selling. 5mks

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1. Highlight four types of advertising. 4mks

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1. Give four advertising media. 4mks

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1. Highlight four functions of advertising media. 4mks

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1. Outline four factors that influence the choice of promotion method. 4mks

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1. Highlight four unethical issues in product promotion. 4mks

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1. Outline four principles of insurance.4mks

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1. Outline four marine insurance policies. 4mks

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1. Highlight four characteristics of life assurance policies. 4mks

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1. Outline four factors that necessitate re-insurance. 4mks

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1. Give four factors to consider when determining premiums to be charged.

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