

S4 COMMERCE REVISION WORK ABOUT SALES PROMOTION, MARKET-RESEARCH AND TAXATION AS AT 15TH/APRIL/2020

1. (a) Define sales promotion.
(b) Briefly explain the various ways used by the traders in your area to promote sales in their businesses.
2. (a) What is meant by an advertising agency?
(b) “Assuming you are the in-charge of a given research organization in Uganda, struggled and found a vaccine for COVID 19”. Identify the relevant information needed by the advertising agency in designing an advert for your vaccine in East Africa, using your knowledge for commerce.
3. (a) What is personal selling?
(b) State the qualities of a good sales person.
(c) Give the advantages and dis-advantages of personal selling to a trader.
4. (a) Give reasons why most small scale traders in your country fail to carry out market research.
(b) What are the challenges experienced by traders in carrying out market research in Uganda.
5. (a) What are out-door advertising medium?
(b) State seven examples of out-door advertising medium used by Ugandans.
(c) Identify the advantages and dis-advantages of out-door advertising medium to the users.
6. (a) Suggest ways that URA can use to encourage Ugandans pay their taxes in this season of COVID 19.
(b) How can your country improve on the revenue collected in a given year?
(c) As a Ugandan, give reasons why many Ugandans do not want to pay taxes.
7. (a) In your respective community of stay, assess the impact of COVID 19 to the businesses that you know.
(b) How can the heavily affected businesses and traders maintain their financial positions currently?

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