



THE KENYA NATIONAL EXAMINATIONS COUNCIL

Qualification Code : 041305T4BUS
Qualification : Level 5
Unit Code : BUS/OS/BM/CR/03/5
Unit of Competency : Carry out Corporate Image Strategies

CANDIDATES WRITTEN ASSESSMENT TOOL

INSTRUCTIONS TO CANDIDATE

- i. Time allocated: **THREE (3) hours**.
- ii. This paper has three sections **A, B** and **C**. Attempt questions in each section as per instructions given in the section.
- iii. You are provided with a separate answer booklet.
- iv. Marks for each question are indicated in the brackets.
- v. Do not write on the question paper

This paper consists of SEVEN (7) printed pages.

SECTION A: (20 MARKS)

In this section, each question carries one (1) mark. Attempt all questions in this section. Choose the correct answer and write it in the answer booklet provided.

1. Which among the following is a public relations activity?
 - A. Renovation
 - B. Media relations
 - C. Product
 - D. Strategy

2. What would an organization aim to achieve by carrying out a public relations activity?
 - A. Strengthening relationships
 - B. Develop business strategies
 - C. Build reputation
 - D. Increase customers

3. _____ is a type of public relations activity
 - A. Media relations
 - B. Brand awareness
 - C. Image
 - D. Positioning

4. Which of the following is not a step in constructing stakeholders' analysis
 - A. Determine who your stakeholders are
 - B. group and prioritize the stakeholders
 - C. Figure out how to communicate with them
 - D. strategize their products

5. What aspect of cultural difference may affect a project?
 - A. Bidding
 - B. Negotiations

- C. Placement
 - D. Recording
6. Which among the following is a type of innovation partner?
- A. Investors
 - B. Companies
 - C. Universities
 - D. All of the above
7. Which among the following is a criterion in selecting the best management tool
- A. Core values
 - B. User interface
 - C. Directions
 - D. Usability
8. Which among the following is a publicity tool
- A. Reports
 - B. Press releases
 - C. Fact sheets
 - D. Radio
9. Which of the following is an objective of public relations
- A. Support organization
 - B. Build prospective
 - C. Coerce employees
 - D. Maintain a positive reputation of the brand
10. The following are types of corporate social responsibility, which among them is not?
- A. Environmental responsibility
 - B. Ethical responsibility
 - C. Financial responsibility
 - D. All of the above
11. Which of the following is not an activity in public relations
- A. Media relations

- B. Media training
 - C. Reporting
 - D. Corporate communications
12. Which of the following is the **FIRST** step in a public relations programme
- A. Planning
 - B. Implementation
 - C. Research
 - D. Evaluation
13. _____ is a disadvantage of using a radio as a media in public relation campaign.
- A. Small audience
 - B. Increases time in communication.
 - C. Does not offer promotional messages
 - D. Lack visual appeal
14. What reason would make an organization would prefer to a questionnaire to gather customer feedback.
- A. It is easy tom plan and execute
 - B. It can be used by illiterate persons
 - C. It allows the respondents to change their responses
 - D. Allows for personal interactions
15. The following are elements of public corporate identity. Which one is the odd one out?
- A. Cooperate behaviour
 - B. Corporate finance
 - C. Corporate communication
 - D. Corporate design
16. Identify from among the following a characteristic of a good budget.
- A. It is not practical to implement
 - B. It is expressed in monetary terms
 - C. It is prepared for a fixed period of time
 - D. It is flexible.
17. The following are limitations of using a suggestion box as a feedback tool **EXCEPT**

- A. It may be an outlet for complaints
- B. It leads to rude comments
- C. It encourages shy employees
- D. It is not be an outlet for complaints

18. How would an organization achieve an Integrated Corporate Communication

- A. Use the same version of the logo ion each of its channels
- B. Use the same colour range in the graphic content
- C. Follow the same tone and style
- D. Varying the fonts or typology

19. _____ is one of the internal publics of an organization

- A. Government
- B. Suppliers
- C. Creditors
- D. Employees

20. Below are sets of innovation. Identify the set which gives the best types of innovation.

- A. Product, Process and Technology
- B. Process, Technology and Promotion
- C. Process, Promotion and Production
- D. Process, Promotion and Pricing

SECTION B: (40 MARKS)

Answer all questions in this section.

21. Define Stakeholder Analysis giving its purpose? (6mks)
22. State FOUR factors that may lead to ineffective stakeholder's feedback (4mks)
23. List FIVE organizational factors that may affect a public relation officer in dealing with a team (5mks)
24. Identify FIVE items of information contained in a stakeholder's profile. (5mks)
25. Outline FIVE responsibilities of an organization to its suppliers (5mks)
26. Define an innovation partner in relation to business management (2mks)
27. Describe three phases for creating a successful brand strategy (3mks)
28. List five publicity tools (5mks)
29. State five components of Public Relations (5mks)

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SECTION C: (40 MARKS)

Attempt any TWO questions in this section.

30. a) Building strong relationships is important between organizations. Explain SIX ways that an organization may achieve this. (12mks)
- b) You have been invited to give a talk on innovation. Explain FOUR partners that an organization can incorporate in its innovation programme (8mks)
31. a) Explain FIVE factors that may lead to failure of a corporate social responsibility programme (10 marks)
- b) Discuss FIVE benefits of using universities as innovation partners (10 marks)
32. a) Describe the steps followed in carrying out public relation program (16 marks)
- b) Explain TWO factors that would make an organization prefer to use external public relations consultant in its programmes (4 marks)