



THE KENYA NATIONAL EXAMINATIONS COUNCIL

Qualification Code : 041305T4BUS
Qualification : Business Management level 5
Unit Code : BUS/OS/BM/CR/03/5/A
Unit of Competency : Carry Out Corporate Image Strategies

WRITTEN ASSESSMENT

INSTRUCTIONS TO CANDIDATE

- (i) Time allocated: **THREE (3) hours**.
- (ii) Marks for each question are indicated in the brackets.
- (iii) The paper consists of **THREE** sections: **A, B and C**.
- (iv) Do not write on the question paper.
- (v) A separate answer booklet will be provided.

This paper consists of SEVEN (7) printed pages.

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The candidate should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.

SECTION A: (20 MARKS)

(Choose the correct answer and write it in the answer booklet provided.)

(Each question is 1 Mark)

1. Sponsoring educational and literacy programs, staging open houses and conducting plant tours is intended to improve.....
 - A. Financial relations
 - B. Community relations
 - C. Government relations
 - D. Media relations
2. Whose image and identity does a corporate public relations seek to project?
 - A. Organization
 - B. Customers
 - C. Public
 - D. None of these
3. Financial relations involve communicating essentially with company's.....
 - A. Stakeholders
 - B. Employees
 - C. Media
 - D. Management
4. Which of the following helps in building a good image of a company?
 - A. Publicity
 - B. Propaganda
 - C. Communications
 - D. Public Relations
5. is the name of all the impressions that the community makes about a corporation?
 - A. Corporate identity
 - B. Corporate brand

- C. Corporate image
 - D. Corporate personality
6. Which of the following is **not** a function of public relations management
- A. Anticipating public opinion
 - B. Settings objectives
 - C. Researching and evaluating actions
 - D. Exaggerating policies
7. Which one of the following is a feature of new media?
- A. Slow feedback
 - B. Predictable in format, time and place
 - C. Corporate ownership
 - D. Customized and individually tailored
8. Public relations is.....
- A. Marketing
 - B. Publicity
 - C. Propaganda
 - D. Communication
9. What kind of messages help to make lasting impact and favourable impression of an organization and its product on the stakeholders?
- A. Consistent
 - B. Fragmented
 - C. Incoherent
 - D. Irrational
10. A public relations budget aims at achieving the following, **except**,
- A. Motivation
 - B. Planning
 - C. Control
 - D. Thifty

11. Which of the following media can be used to gather feedback from internal publics
- A. Road shows
 - B. Sales promotion
 - C. Exhibition
 - D. Meetings
12. What is not primary public relations activity in financial relations?
- A. Measuring investor opinions toward the company
 - B. Producing the annual report
 - C. Making arrangements and preparing materials for financial meetings
 - D. Writing and disseminating financial news releases
13. The following is an advantage of using internet in public relation activities
- A. Cheap
 - B. Slow
 - C. Improves image
 - D. Easily controlled
14. Which one of the following is **not** a function of public relations department
- A. Lobbying
 - B. Counseling
 - C. Selling
 - D. Corporate Communication
15. The four types of social responsibility include
- A. Legal, philanthropic, economic and ethical
 - B. Ethical, moral, social and economic
 - C. Philanthropic, justice, economic and ethical
 - D. Legal, moral, ethical, economic
16. Which of the following is not a reason for organizations to undertake social responsibility?
- A. To do charity
 - B. To support their business activity

- C. To fulfill their marketing needs
 - D. To give a positive disposition to their brand
17. Which of the following individuals or groups are not stakeholders of a business?
- A. Those who have an interest in and are affected by company's action
 - B. Disinterested public having no economic impact on business
 - C. Those who have a mere interest in an organization
 - D. Those who are affected by company's actions
18. What is the commanding force in managing the attitudes of the general public towards organization?
- A. Management
 - B. Employees
 - C. Technology
 - D. Media
19. The following is not a quality of a good report.
- A. Comparative figures
 - B. A well designed format
 - C. Comprehensive text
 - D. Complex and difficult graphics
20. Why would an organization prefer to use a public relations consultant in its public relations programmes
- A. To save on cost
 - B. To motivate employees
 - C. To get partial services
 - D. To enjoy continuity in services

SECTION B

Short Response Questions (40 MARKS)

Attempt ALL the questions in this section. The maximum marks for each question is as indicated.

21. List four elements a corporate identity. (4 marks)
22. Give four factors that may influence the public relations activities to be carried out by an organization (4 marks)
23. Highlight four benefits an organization may derive from using social media to publicize its products (4 marks)
24. State four factors that may affect the corporate image of an organization (4 marks)
25. Highlight four characteristics of the objectives of a public relations programme (4 marks)
26. You work for an organization that manufactures and sells beauty products. As a public relations manager name the main stakeholder categories that you would consider for effective stakeholder relations (4 marks)
27. Outline four benefits of communication in corporate relations. (4 marks)
28. State four reasons why it is important for an organization to define its publics (4marks)
29. State four challenges that an organization may encounter when gathering feedback from its customers (4 marks)
30. Outline four reasons why an organization might decide to partner with other stakeholders in public relations activities (4 marks)

SECTION C

Extended Response Questions (40 Marks)

Attempt 2 questions in this section. The maximum marks for each question is 20 marks.

31. a) Explain the role played by each of the following publics to an organization (10 marks)
- i. Employees
 - ii. Suppliers
 - iii. Government agencies
 - iv. Financial institutions
 - v. Social action organizations
- b) Explain five qualities of a public relations officer. (10 Marks)
32. a) Outline five public relations activities an organization can carry out to enhance the image and reputation of the organization (10 Marks)
- b) Explain five advantages of using radio as a medium of carrying out public relations activities (10 Marks)
33. a) Explain five limitations of undertaking corporate social responsibility activities (10 marks)
- b) Zaura Limited is in the process of changing its corporate identity. Explain five reasons that might have necessitated the move. (10 Marks)