

041305T4BUS

BUSINESS MANAGEMENT LEVEL 5

BUS/OS/BM/CR/03/5/A

CARRY OUT CORPORATE IMAGE STRATEGIES

Nov/Dec 2023



**TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION
COUNCIL (TVET CDACC)**

WRITTEN ASSESSMENT

Time: 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This paper has **THREE** sections **A**, **B** and **C**.
2. You are provided with a separate answer booklet.
3. Marks for each question are indicated in the brackets ().
4. Do not write on the question paper.

This paper consists of seven (8) printed pages.
*Candidates should check the question paper to ascertain that
all pages are printed as indicated and that no questions are missing.*

SECTION A: 20 MARKS

Answer ALL the questions in this section. Each question carries one (1) mark.

1. What does the acronym SWOT stand for?
 - A. Special Weaknesses for Overcoming Threats
 - B. Services, Weaknesses, Opportunities and Threats
 - C. Strengths and Weaknesses for Overcoming Threats
 - D. Strengths, Weaknesses, Opportunities, and Threats
2. The following are various ways in which businesses can showcase their commitment to social responsibility and sustainability as part of their corporate image. Which one is NOT?
 - A. By implementing environmentally friendly practices, such as using sustainable materials or reducing carbon footprint.
 - B. Exclusively focusing on profitability as customers primarily prioritize quality and price over sustainability factors.
 - C. Engaging in community service or supporting charitable causes showcases the company's social responsibility.
 - D. Transparent reporting of social and environmental initiatives.
3. Which of the following is a key obstacle to success of non-traditional partnerships?
 - A. Lack of trust between partners
 - B. Lack of investment by multinational firm
 - C. Lack of expertise within a multinational firm
 - D. Lack of government support
4. Identify the correct hierarchy for strategies in an organization from top to bottom.
 - A. Functional, Business Unit, Corporate.
 - B. Business Unit, Corporate, Functional
 - C. Corporate, Business Unit, Functional
 - D. Functional, Corporate, Business Unit
5. How does quality assurance and safety policies put in place, impact business corporate image?
 - A. By demonstrating the company's commitment to delivering high-quality products or services and prioritizing the safety and well-being of customers.

- B. By increasing production costs, which may lead to higher prices and a negative perception among customers.
 - C. By slowing down production processes, leading to delays in delivering products or services and disappointing customers.
 - D. By creating a bureaucratic and rigid work environment, stifling innovation and creativity.
6. What is the main characteristic of the stakeholder approach in corporation?
- A. It is a critical perspective on corporations and business.
 - B. Different groups have a legitimate interest in a corporation.
 - C. A focus on social and environmental responsibilities of a corporation.
 - D. The assumption that shareholders are not the main stakeholders in the corporation.
7. Ethical and socially responsible policies contribute to shaping a positive corporate image for a business by _____
- A. Demonstrating its commitment to sustainable practices, fair treatment of stakeholders, and responsible business conduct.
 - B. Providing tax benefits and financial incentives, which improves the company's financial standing and reputation.
 - C. Boosting employee morale and productivity, resulting in a positive work environment and improved customer service.
 - D. Attracting media attention and generating positive publicity, which increases brand awareness and customer loyalty.
8. _____ contributes to corporate identity.
- A. Corporate mission
 - B. Corporate vision
 - C. Corporate objective
 - D. Corporate culture.
9. The following are various ways in which branding and consistent messaging contribute to portraying a favorable corporate image for a business and its products; except?
- A. Effective branding ensures a cohesive visual identity, including logos, colors, and typography, that creates recognition and reinforces a positive corporate image.

- B. Consistent messaging across various communication channels, such as advertising, social media, and website, helps establish a unified brand voice and reinforces key messages, contributing to a favorable corporate image.
 - C. Clear and consistent branding and messaging build trust and credibility among customers, creating a positive perception of the business and its products, and increasing customer loyalty.
 - D. Frequent changes in branding and messaging can contribute to portraying a favorable corporate image, as it showcases adaptability and keeps the brand fresh and exciting
10. Identify which of these is a basic principle of Corporate Social Responsibility.
- A. Sustainability
 - B. Reliability
 - C. Philanthropy
 - D. Profitability
11. An institution mission _____
- A. Outlines an organizations belief and attitudes
 - B. Is a symbol with the products of an organization?
 - C. Outlines an organization strategy
 - D. Outlines an organizations mandate
12. _____ is a factor to consider when crafting a PR message.
- A. Using technical jargon to showcase expertise
 - B. Providing lengthy and detailed information
 - C. Tailoring the message to the target audience
 - D. Including personal opinions and biases
13. _____ is a virtual platform that allows PR professionals to engage with journalists, bloggers, and influencers.
- A. Tik-Tok
 - B. WhatsApp
 - C. Facebook Messenger
 - D. Twitter

14. The following are roles of communication in managing corporate image; except?
- A. It plays a key role in managing corporate image by effectively conveying the company's brand messaging, values, and key messages.
 - B. It maintains a cohesive and authentic corporate image by ensuring consistent messaging across all communication channels.
 - C. It helps establish and strengthen relationships with customers, suppliers, and partners through effective communication and collaboration.
 - D. It enables an organization to authenticate anonymous feedback received from stakeholders.
15. Which one of the following piece of information is contained in a Stakeholder register?
- A. Designations
 - B. Qualifications
 - C. Interests
 - D. Net worth
16. Opportunities for social innovation are greatest when_____
- A. Corporate Social Responsibility is aligned with a firm's core skills and capabilities
 - B. Corporate Social Responsibility spending on firm is larger than that of its competitors
 - C. Corporate Social Responsibility is pursued by a firm to improve its reputation
 - D. Corporate Social Responsibility is pursued by a firm to enhance human capital
17. The corporate level is where top management directs_____
- A. All employees for orientation
 - B. Its efforts to stabilize recruitment needs
 - C. Overall strategy of an organization
 - D. Overall sales projections
18. Which of the following is a channel for gathering feedback from internal stakeholders?
- A. Circular.
 - B. Meetings.
 - C. Website
 - D. Memo

19. The following are examples of genuine business innovations except?
- A. Development of less polluting fuel
 - B. Investment in alternative energy sources
 - C. New product targeted at low-income customers
 - D. New donation to an ecological organization
20. _____ is an example of stakeholder engagement in public relations.
- A. Participating in a community service project
 - B. Conducting a customer satisfaction survey
 - C. Distributing a company newsletter to employees
 - D. Hosting a press conference to announce a new product.

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SECTION B: (40 MARKS)

Answer ALL the questions from this section

21. Define the following terms; (4 Marks)
- Public relations
 - Virtual public relations
22. You have been tasked to prepare a budget for CSR initiatives. List **three** factors that you may consider. (3 Marks)
23. Company A has adopted the use of Twitter to enhance its corporate image. Outline **four** benefits that may be associated with this move. (4 Marks)
24. Company X has decided to invest towards improving its corporate image. Highlight **five** benefits of good corporate image to the business. (5 Marks)
25. Identify **four** types of public relation activities that may be used to implement corporate image strategies. (4 Marks)
26. A consultant has advised you to prepare a stakeholder's profile for your business. Highlight the importance of this recommendation using **three** points. (3 Marks)
27. Outline **four** objectives of budgetary control in corporate image strategies. (4 Marks)
28. ABC Limited has decided to solicit for feedback from its stakeholders. Highlight **four** benefits of this move. (5 Marks)
29. Identify **four** publics that a business should work with. (4 Marks)
30. Outline **four** challenges an organization may encounter when developing an innovation in collaboration with a partner. (4 Marks)

SECTION C: 40 MARKS

Answer any TWO questions from this section

The maximum marks for each question is 20.

31.

- a) Company J has decided to engage its stakeholders in most of their programs. Suggest **five** benefits of involving the stakeholders. (10 Marks)
- b) An organization has engaged a consultant for branding. Explain **five** roles of branding in shaping a strong and recognizable corporate image. (10 Marks)

32.

- a) Most organizations have integrated ICT in their operations. Suggest **six** benefits associated with the integration. (12 Marks)
- b) You have tasked to prepare a CSR program. Describe **four** steps that you shall follow. (8 Marks)

33.

- a) XYZ Limited has acquired an online reputation management system. Suggest **five** ways through which the system may enable the firm to shape a positive corporate image. (10 Marks)
- b) A TVET institute has partnered with an organization for innovations. Explain **five** benefits that the institute is likely to enjoy. (10 Marks)