

041306T4BUS

BUSINESS MANAGEMENT LEVEL 6.

BUS/OS/BM/CR/09/6

Coordinate Business Development

July /Aug 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 as indicated.
4. Do not write on the question paper.

**This paper consists of 3 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: (40 MARKS)

Attempt ALL questions in this section

1. State **TWO** economic factors that influence the pricing strategy a company (2 marks)
2. Highlight **FOUR** elements present in a business development plan developed by social media managers to guide their internet based messages (4 marks)
3. List **FOUR** ways how management of a business organization can establish whether there are operational gaps in the business operation (4 marks)
4. State **FOUR** reasons to consider when evaluating a viable business opportunity (4 marks)
5. List any **THREE** reasons why a new business may fail (3 marks)
6. Highlight **FOUR** items that are considered when analyzing business turnover (4 marks)
7. Standard Operating Procedure (SOP) has become a common feature in assisting management of organizations realize the set goals. State two components of SOP. (2 marks)
8. State any **FOUR** decisions made, depending on the standards operating procedures (4 marks)
9. Identify **FOUR** business turnover indicators (4 marks)
10. Highlight **THREE** outbound business development strategies (3 marks)
11. State **TWO** roles of customer relations manager (2 marks)
12. List **FOUR** functions of public relations that help enhance the effectiveness of business development strategies (4 marks)

SECTION B: (60 MARKS)

INSTRUCTIONS.

The candidate is required to answer Question THIRTEEN and ANY other TWO questions in this section.

13. ABC Tech Solutions coordinate its business development efforts to achieve optimal growth and market positioning.
Required;
- a) Explain **FIVE** strategies that the company can employ to coordinate its business development efforts effectively. (10 marks)
 - b) Discuss **FIVE** reasons why as a business manager at ABC Tech Solutions, you should use a SWOT analysis. (10 marks)
14. For a business to operate, activities need to be divided into several functional areas.
- a) Explain **FOUR** functional areas in a business set up. (8 marks)
 - b) Describe the **SIX** steps that should be followed in developing a business policy and a procedure (12 marks)
15. Market surveys are essential to the success of every business; whether new or existing.
- a) Explain **FIVE** reasons why one should conduct a market survey for their business (10 marks)
 - b) Business around the world uses various market survey techniques or tools to gather information on specific information. Discuss **FIVE** market survey tools a business should use when gathering information from their customers (10 marks)
- 16.
- a) Describe **FIVE steps** of a benchmarking process (10 marks)
 - b) Discuss **FIVE** benchmarking information (10 marks)