



THE KENYA NATIONAL EXAMINATIONS COUNCIL

Qualification Code : 041306T4
Qualification : Business Management Level 6
Unit Code : BUS/OS/BM/CR/09/6
Unit of Competency: Coordinate Business Development

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 **TWO** sections: **A** and **B**.
- (iv) Do not write on the question paper.
- (v) A separate answer booklet will be provided.

This paper consists of THREE (3) printed pages.

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: (40 MARKS)

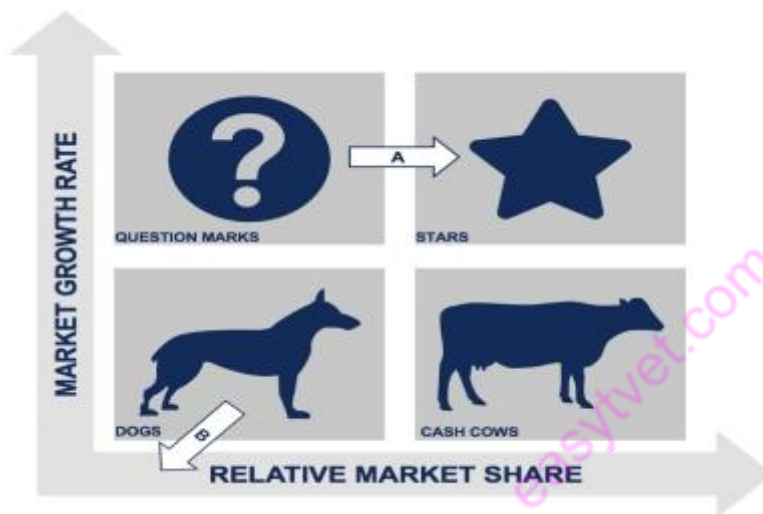
Answer all the questions in this section by writing down your responses in the answer booklet provided.

1. Identify **four** types of internal data used to prepare business reports. (4marks)
2. Highlight **four** characteristics of strategic level decisions. (4marks)
3. Outline four benefits of aligning sales and marketing activities in business decisions. (4 marks)
4. Highlight **four** principles to be observed in creating a business opportunity. (4 marks)
5. Outline **four** limitations of SWOT analysis as a tool for making business decisions. (4marks)
6. State **four** factors that should be considered when reviewing purchasing analysis. (4 marks)
7. Outline four elements of business development plans (4 marks)
8. Outline **four** type of branding strategies that may be used to build brand equity for business enterprises. (4 marks)
9. Identify **four** features you need in Customer Relations Management (CRM) software (4 marks)
10. State four types of benchmarking that can be adopted by a business organization. (4 marks)

SECTION B: (60 MARKS)

Answer Question 11 and any other two questions in this section

11. a. Explain **five** advantages of assessing annual sales turnover of a business enterprise. (10 marks)
b. Describe **five** steps followed when conducting a business benchmarking activity. (10 marks)
12. a. Discuss PESTEL analysis in relation to business development. (10 marks)
b. Explain **five** ways in which computers have positively impacted on business operations. (10 marks)
- 13.a. The Boston Consulting Group Matrix (BCG Matrix), also referred to as the product portfolio matrix, is a business planning tool used to evaluate the strategic position of a firm's brand portfolio.



- Based on the diagram above, discuss each quadrant. (12 marks)
- b. Explain Four types of product promotion strategies that may be adopted by a business enterprise (8 marks)
- 14.a. Kunzi limited is considering to hire a new business development Manager. Highlight **five** duties such a manager is expected to perform. (10 marks)
- (b) Explain **five** advantages of customer relationship management in an organization. (10 marks)

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