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041306T4BUS

BUSINESS MANAGEMENT LEVEL 6

BUS/OS/BM/CR/09/6/A

COORDINATE BUSINESS DEVELOPMENT

Nov/Dec 2023



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

**WRITTEN ASSESSMENT**

**Time: 3 Hours**

**INSTRUCTIONS TO CANDIDATES**

1. This paper has **TWO** sections **A** and **B**.
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 THREE (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**

**Answer ALL questions in this section**

1. An organization wishing to obtain trending business data can use various tools; List **three** such tools. (3 Marks)
2. RedMart Flower Firm is in the process of drafting a business development strategy. suggest **four** objectives that may be incorporated in the strategy. (4 Marks)
3. Malezi Limited would wish to adopt an effective and efficient business communication technology. State **five** such technologies they can adopt. (5 Marks)
4. State the difference between inbound marketing strategies and outbound marketing strategies. (4 Marks)
5. Market segmentation is an adaptive strategy for businesses. Outline **four** features of a viable market segment. (4 Marks)
6. Highlight **three** primary stakeholders in a business. (3 Marks)
7. You are in the process of preparing for a market survey. Highlight **four** types of market surveys that you may use. (4 Marks)
8. State **five** steps in preparing a strategic business development plan. (5 Marks)
9. An organization has been experiencing data threats. List **four** ways through which the organization can keep the data safe. (4 Marks)
10. Abraham intends to look for a business partner. Outline **four** types of business partners. (4 Marks)

**SECTION B: 60 MARKS**

**Answer any THREE questions in this section.**

**Maximum marks for each question in 20.**

11. a) ABC Limited has invested in the latest technology in the market. Explain **five** advantages of adopting technology as a business strategy. (10 Marks)
- b) Explain **five** benefits of carrying out market opportunity analysis. (10 Marks)
12. a) A variety of environmental forces influence a company's marketing system. In view of this statement, identify **five** elements of external market factor that impact a company's marketing systems. (10 Marks)
- b) Evaluate **five** Benefits of benchmarking information to a business organization. (10 Marks)
13. a) Explain its **five** benefits to a business for ensuring effective customer relations management. (10 Marks)
- b) Cloud Database are created to operate large quantities of information by inputting, storing and retrieving and managing information. Highlight **five** benefits of cloud data base in a business organization. (10 Marks)
14. a) You have been tasked to make a presentation on benchmarking. Explain **five** types of bench marking that you shall include in your presentation. (10 Marks)
- b) Ken is a student pursuing a business course and would like to start a small business. He has approached you for advice. Explain **five** components of a business plan. (10 Marks)