



THE KENYA NATIONAL EXAMINATIONS COUNCIL

Qualification Code: 041306T4BUS

Qualification: BUSINESS MANAGER LEVEL 6

Unit Code: BUS/OS/BM/CR/04/6/A

Unit of Competency: Develop Corporate Image

WRITTEN ASSESSMENT

INSTRUCTIONS TO CANDIDATES

- i. Time allocated **TWO (2)** hours.
- ii. This paper has two sections **A** and **B**. Attempt questions in each section as per instructions given in each question.
- iii. You are provided with a separate answer booklet.
- iv. Marks for each question indicated in the brackets
- v. Do not write on the question paper.

SECTION A: 40 MARKS

Attempt ALL questions in this section.

1. Outline **two** reasons why a company needs to develop a corporate image. (4 marks)
2. Explain **two** reasons of ensuring the employees in an organization are satisfied. (4 marks)
3. Outline **four** reasons for conducting public relations activities in a company. (4 marks)
4. List **four** benefits of having a website in a company. (4 marks)
5. Outline **two** reasons for carrying out a feasibility study before engaging in international trade. (4 marks)
6. List **four** factors to consider when developing a good image for the company (4 marks)
7. Explain **two** reasons for monitoring and evaluating stakeholder feedback. (4 marks)
8. Explain **two** benefits that two companies might enjoy from partnering with each other. (4 marks)
9. Company Y carried out an advertising campaign that failed to achieve its targets. Outline **two** reasons that could have led to the failure. (4 marks)
10. Outline **two** reasons it is always important to have a budget for a planned public relations activity. (4 marks)

SECTION B: (60 MARKS)

Question ELEVEN (11) is compulsory. Attempt any other TWO questions in this section

11. (a) Explain **five** benefits that a company may enjoy from developing new image components. (10 marks)
- (b) Outline **four** identity tools that may be used by a company. (4 marks)
- (c) Outline **three** advantages of using television as a medium of advertising. (6 marks)
12. (a) State **five** methods a researcher would use to get stakeholders feedback. (5 marks)
- (b) Outline **three** benefits of branding. (5 marks)
- (c) Explain **five** advantages of engaging in international business. (10 marks)
13. (a) Explain **five** types of corporate social responsibility. (10 marks)
- (b) Explain **five** benefits that an organization may realize from engaging in community activities. (10 marks)
14. (a) Explain **five** benefits of innovation to a growing organization. (10 marks)
- (b) Describe **five** steps that should be followed when rebranding a company. (10 marks)

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