

041306T4BUS

BUSINESS MANAGEMENT LEVEL 6.

BUS/OS/BM/CR/04/6

Develop Corporate Image

July /Aug 2023



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

**CANDIDATE TOOL
WRITTEN ASSESSMENT
TIME: 3Hours.**

INSTRUCTIONS TO CANDIDATE

1. This paper has two sections **A and B**. Attempt questions in each section as per instructions given in the section.
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 3 printed pages

SECTION A: (40 MARKS)

Attempt ALL questions in this section

1. Strong corporate identity is something that bridges the gap between businesses and potential customers and partners. Outline **FOUR** benefits that may be derived by an organization from having a strong corporate identity. (4 marks)
2. List **FOUR** ways in which corporate image can be enhanced. (4 marks)
3. Social media is a digital technology that facilitates the sharing of text and multimedia through virtual networks and communities. Highlight **FOUR** advantages of using social media to carry out public relations activities. (4 marks)
4. Benchmarking is a process of measuring the performance of a company's products, services, or processes against those of another business considered to be the best in the industry. State **FOUR** benefits that a company can derive from benchmarking. (4 marks)
5. Highlight **FOUR** examples of public relations activities. (4 marks)
6. Collaboration in business is the practice of working together towards a common goal.
List **FOUR** benefits of good collaboration between businesses. (4marks)
7. State **FOUR** duties that are undertaken by the public relations officers in an organization. (4 marks)
8. Training is the process of learning the skills you need to do a particular job or activity.
Highlight **FOUR** importance of carrying out social media training for employees in an organization. (4 marks)
9. State **FOUR** factors that may influence the choice of media for public relations activities in an organization. (4 marks)
10. Publics is the group of people that influence the business activities of a company. Outline **FOUR** reasons that make the consumer an important public in an organization. (4 marks)

SECTION B: (60 MARKS)

INSTRUCTIONS

Answer Question Number eleven and ANY other TWO questions in this section.

11. Ukweli Bank recently had incidences where customers found funds withdrawn from their accounts without their knowledge. This caused uproar in the social media platforms, many claiming they had lost their money. Immediately Simba bank engaged a celebrity on social media to do an advertisement for their firm to counter the bad publicity. Unfortunately, this heightened the frustrations with the customers who had lost their money together with all those that had ever had a bad experience with the bank and they attacked the company in a big way.
- a) Explain **FIVE** measures that the company may take to address this situation. (10marks)
- b) Discuss **FIVE** corporate social responsibility activities that the firm bank can participate in to diffuse the negative image from the public. (10marks)
- 12.
- a) Kikwetu limited intends to rebrand the company at the end of this year. Explain **FIVE** reasons that may have led to this process. (10 marks)
- b) Discuss **FIVE** key components that a firm may wish to perfect to have a successful rebranding. (10 marks)
- 13.
- a) Explain **FIVE** differences between corporate image and corporate Identity. (10 marks)
- b) Discuss **FIVE** factors that can impact on a corporate image. (10 marks)
- 14.
- a) Customer feedback is a powerful mechanism that enables companies to understand their customers better and create better experiences for them. Explain **FIVE** sources of feedback on consumer image. (10 marks)
- b) Image management is key in today's unpredictable market environment. Explain **FIVE** ways in which a corporate can manage its image. (10 marks)

THIS IS THE LAST PRINTED PAGE