



THE KENYA NATIONAL EXAMINATIONS COUNCIL

Qualification Code : 041306T4BUS
Qualification : Business Management Level 6
Unit Code : BUS/OS/BM/CR/04/6/A
Unit of Competency : Develop Corporate Image

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)

Attempt all questions in this section. Write the correct answers in the booklet provided.

1. List **four** elements of brand identity. (4marks)
2. State **four** forms of corporate social responsibility that a company may engage in. (4mark)
3. Highlight **four** factors that may be considered by the management of an organization when preparing a public relations programme. (4 marks)
4. State **four** benefits that an organization may derive from conducting stakeholder profiling. (4marks)
5. Outline **four** reasons why companies partner with other companies in business. (4marks)
6. State four factors that may influence corporate image of a company. (4marks)
7. Name four digital platforms that a company may use to promote its products. (4 marks)
8. State **four** economic factors that may negatively affect the performance of a business (4marks)
9. List **four** publicity tools that may be used by a company to promote its corporate image. (4marks)
10. State four functions of public relations manager (4marks)

SECTION B: (60 MARKS)

Answer any three questions from this section.

11. a. Discuss **five** reasons for corporate rebranding. (10 marks)
- b. Highlight five challenges that may be faced by the management of a company when implementing a public relations program. (10 marks)
12. a. Analyze **five** indicators of good corporate identity (10 marks)
- b. Explain **five** reasons that may make the management of accompany reluctant to participate in corporate social responsibility activities. (10 marks)
13. a. Explain five benefits that an organization may derive from preparing a budget for public relations activities. (10 marks)
- b. Discuss **five** channels that may be used in gathering feedback from internal stakeholders in an organization. (10 marks)
14. a. Explain **five** dimensions of brand personality. (10 marks)
- b. Explain **five** reasons why public relations practitioners should uphold public relation professional code of conduct. (10marks)

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