

**041306T4BUS**

**BUSINESS MANAGEMENT LEVEL 6**

**BUS/OS/BM/CR/04/6/A**

**DEVELOP CORPORATE IMAGE**

**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 the questions in this section**

1. Most organizations have introduced a public relations department in their operations.  
Highlight **four** reasons for rapid growth in public relations (4 Marks)
2. ABC Limited has opened a new branch in a foreign country. Outline **four** challenges that a public relations officer is likely to face. (4 Marks)
3. Outline **four** reasons that make local community an important public of a manufacturing firm. (4 Marks)
4. XYZ is facing a crisis; highlight **four** strategies that they may use to respond to the crisis. (4 Marks)
5. A public relations intern has prepared a poor press release. Suggest **four** indicators that may have qualified it as poor. (4 Marks)
6. Outline **four** characteristics of corporate social responsibility. (4 Marks)
7. The management of JM Limited has identified the need to train its public relations personnel. Highlight **four** indicators that may have prompted the need to conduct the training. (4 Marks)
8. Outline **four** benefits that may be derived by an organization from having a strong corporate identity. (4 Marks)
9. Some customers have resisted technology in customer service. Outline **four** reasons that may be attributed to the resistance. (4 Marks)
10. Mazao Limited has budgeted for sponsorship activities in the next financial year. Outline **four** benefits that an organization may derive from engaging in such activities. (4 Marks)

**SECTION B (60 MARKS)**

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

**Each question carries 20 marks.**

11. (a) Juhudi Limited Management has declined a proposal to fund corporate social responsibility activities. Suggest **five** arguments that the management may have for declining the proposal. (10 Marks)

(b) You have been tasked to carry out research on the effectiveness of public relations in your organization. Describe **five** steps that you shall follow. (10 Marks)

12. (a) Company ABC is in the process of launching new branches globally. Explain **five** areas the firm should research on before expanding its operations. (10 Marks)

(b) Explain five types of crises that may arise in an organization. (10 Marks)

13. (a) The public relations officer at KMJ democratic party has proposed the use of Propaganda in communication. Suggest **five** reasons for the preference. (10 marks)

(b) Explain **five** benefits of formulating a public relations plan. (10 Marks)

14. (a) Mahogany Limited has changed its corporate identity. Analyze **five** reasons that may have made it necessary for the organization make this move. (10 Marks)

(b) To enhance publicity MVJ Limited has decided to use public relations. Explain **five** ways in which public relations strategies may generate news. (10 Marks)