

041306T4BUS

BUSINESS MANAGEMENT LEVEL 6

BUS/OS/BM/CR/04/6

DEVELOP CORPORATE IMAGE

July/August 2024



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

WRITTEN ASSESSMENT

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATE

1. The paper consists of two sections: **A** and **B**
2. Answer **ALL** questions as guided in each section
3. Marks for each question are indicated in the brackets ()
4. You are provided with a separate answer booklet to answer the questions
5. Do not write in this question paper

This written assessment consists of three (3) printed pages.

**Candidates should check the guide to ascertain that all the pages are printed as indicated
and that no questions or answers are missing.**

Turn Over

SECTION A: (40 MARKS)

Answer **ALL** questions in this section

1. An organization can differentiate itself from others by branding itself. Highlight **four** effective ways on how to brand its business. (4 Marks)
2. Website is a common tool of communication for many firms today. Enumerate **four** elements that make websites relevant. (4 Marks)
3. A firm which is involved in the production of goods is keen to act on customer's response. List any **four** ways in which consumers can respond to a firm's product. (4 Marks)
4. Many organizations are engaging in corporate social responsibility activities as way of advertising. State any **four** examples of corporate social responsibility initiatives that an organization may undertake. (4 Marks)
5. Wetu, a juice making firm, has been facing stiff competition from other firms within the locality and has rebranded itself. Outline **four** benefits the firm will derive from this move. (4 Marks)
6. Many enterprises have established a public relations department. Give any **four** reasons why public relation is crucial to this enterprise. (4 Marks)
7. Benchmarking has enabled more organizations know how other firms operate. Mention any **four** costs associated with benchmarking. (4 Marks)
8. Firm A has negotiated with firm B to partner in an innovation exercise. Outline **four** benefits that these firms may derive. (4 Marks)
9. An organization is seeking to use the trade mark of another company to market its products. Name any **four** reasons that may make a firm to engage in franchising. (4 Marks)
10. There are several media that an organization can use for advertising. Highlight **four** mainstream media that a company can use for advertising. (4 Marks)

SECTION B: (60 MARKS)

Answer question eleven (11) and any other **two** from this section.

11. Wakanyi and Juma have enrolled in a Business Management course in Pendo Technical Institute. As part of their training, they have been tasked to develop a rebranding strategy for a local business. They chose to work with a small café in their community called "Koffee Beans Café," which has been struggling to attract customers and differentiate itself in a competitive market.

Koffee Beans Café has been in operation for five years but has experienced stagnant growth over the period. The café's branding is outdated and has failed to resonate with its target audience of young professionals and students. Despite offering high-quality coffee and a cozy atmosphere, the café struggles to stand out among larger chains and trendy coffee shops in the area.

- a) Elaborate **five** challenges Koffee cafe is experiencing. (10 Marks)
 - b) Suggest **five** approaches that the cafe can use to implement changes. (10 Marks)
12. a) Different organizations employ different tools in communicating their image. Describe **five** tools that an organization can use to communicate its corporate image. (10 Marks)
- b) Wakaba is a firm in the telecommunication industry, for the last two years it has been engaging in public relations activities. Explain **five** advantages of engaging in public relations activities. (10 Marks)
13. a) Public relations activities are very essential in any organization. Expound **five** costs that the public relation's manager is likely to incur when an organization engages in public relations activities. (10 Marks)
- b) Most of the organizations have resulted to social media platforms as a way of creating awareness of their identity. Propose **five** benefits that may accrue to an organization that uses social media to advertise its products. (10 Marks)
14. a) Philip & Co. has expanded and started operating in international trade. Analyze **five** benefits that accrue to this company. (10 Marks)
- b) As a way of competing with her competitors an organization has decided to change its way of packaging. Describe **five** reasons that may make a company change its packaging. (10 Marks)