

Printed By: Pac Institute Of Technology And Social Studies

Date: 20.11.2025 02:18 PM

041305T4BUS

BUSINESS MANAGEMENT LEVEL 5

BUS /OS/BM/CR/03/5

Carry Out Corporate Image Strategies

November/December 2025

Printed By: Pac Institute Of Technology And Social Studies

Date: 20.11.2025 02:18 PM



Printed By: Pac Institute Of Technology And Social Studies

Date: 20.11.2025 02:18 PM

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

WRITTEN ASSESSMENT

Printed By: Pac Institute Of Technology And Social Studies

Date: 20.11.2025 02:18 PM

TIME: 3 HOURS

Printed By: Pac Institute Of Technology And Social Studies

Date: 20.11.2025 02:18 PM

INSTRUCTIONS TO CANDIDATE

1. This paper consists of **TWO** sections: **A** and **B**.
2. Attempt **ALL** questions in section **A**.
3. Attempt question **ELEVEN** (11) and any other **TWO** (2) questions in section **B**.
4. Marks for each question are indicated in the brackets.
5. Candidates are provided with a separate answer booklet
6. Do not write on the question paper.

Printed By: Pac Institute Of Technology And Social Studies

Date: 20.11.2025 02:18 PM

Printed By: Pac Institute Of Technology And Social Studies

Date: 20.11.2025 02:18 PM

Printed By: Pac Institute Of Technology And Social Studies

Date: 20.11.2025 02:18 PM

This paper consists of FOUR (4) printed pages

Printed By: Pac Institute Of Technology And Social Studies

Candidate should check the question paper to ascertain that all pages are printed as indicated and that no questions are missing

SECTION A (40 MARKS)

Attempt all questions in this section

1. An organization is launching a new digital service and wants to gather feedback from customers, employees and partners about their experience. State FOUR methods of collecting feedback. (4Marks)
2. Your organization is beginning a new project and needs to record details about all people involved. List FOUR contents of the stakeholder profile. (4Marks)
3. A company wants more customers to use its feedback tools. State FOUR ways it can use to encourage stakeholders to give feedback. (4Marks)
4. A company is reviewing its Corporate Social Responsibility (CSR) budget to make sure money is spent wisely. List FOUR challenges a company may face when preparing a CSR budget. (4Marks)
5. Organizations often engage in public relations activities to improve their corporate image. Identify FOUR public relations activities that an organization can carry out to improve its public image. (4Marks)
6. Innovative partnerships are beneficial for business growth. List FOUR types of partnerships organizations can form to promote innovation. (4Marks)
7. Budget preparation helps organizations to plan and control its financial resources. Name FOUR factors to consider when preparing a public relations budget. (4Marks)
8. While innovative partnerships bring growth and creativity, they also present certain challenges. State FOUR disadvantages of partnership business. (4Marks)
9. Feedback is a key element for effective communication. State FOUR factors considered when writing positive feedback. (4Marks)
10. Gathering feedback is an important practice in learning. Give FOUR benefits of gathering stakeholder feedback. (4Marks)

SECTION B (60 MARKS)

Attempt question 11 any other TWO in this section

11. An Energy solutions company that provides affordable solar energy products to rural communities, recently introduced a new product called **Solar Home Kit**, which allows households to generate and store solar power for domestic use. While the product has attracted interest, some challenges have arisen:

- i. Certain community members believe the product is too expensive and unnecessary.
- ii. A local newspaper published a critical article suggesting that the company is exploiting rural households with overpriced solar kits
- iii. Competitors have started spreading misinformation claiming that the product is of poor quality.
- iv. In response, the company’s public relations team is tasked with carrying out public relation activities to:

- v. Correct misinformation and protect the company’s image
- vi. Strengthen relationships with the community and stakeholders
- vii. Increase awareness of the products benefits.

a) As a public relations officer, discuss FIVE public relation activities you would carry out to promote Solar Home kit and win public confidence. (10Marks)

b). Explain FIVE benefits of carrying out public relations activities by a company.

(10Marks)

12. a) A company is preparing a public relation activity program to promote new product. Discuss FIVE essential components that must be included in the public relations program.

(10Marks)

b.) A company wants to strengthen its public reputation through corporate image. Describe FIVE components of a corporate image for a functional unit.

(10Marks)

Printed By: Pac Institute Of Technology And Social Studies

Date: 20.11.2025 02:18 PM

13. a) To remain competitive, organizations are increasingly forming innovative partnerships.

Explain FIVE benefits that organizations gain from partnerships for innovation. (10Marks)

Printed By: Pac Institute Of Technology And Social Studies

b.) Feedback tools are important because they help organizations measure satisfaction.

Explain FIVE benefits of developing stakeholder feedback tools for organizations.

(10Marks)

Printed By: Pac Institute Of Technology And Social Studies

Date: 20.11.2025 02:18 PM

14. a) When developing feedback tools, organizations must design them carefully to ensure accuracy, inclusivity and usefulness. Discuss FIVE features of an effective stakeholder tool.

Printed By: Pac Institute Of Technology And Social Studies

Date: 20.11.2025 02:18 PM

(10Marks)

b.) Organizations often create stakeholder profiles to understand the needs and expectations of different groups they interact with. Describe FIVE categories of such stakeholders.

(10Marks)

Printed By: Pac Institute Of Technology And Social Studies

Date: 20.11.2025 02:18 PM

Printed By: Pac Institute Of Technology And Social Studies

Date: 20.11.2025 02:18 PM

Printed By: Pac Institute Of Technology And Social Studies

Date: 20.11.2025 02:18 PM

Printed By: Pac Institute Of Technology And Social Studies

Date: 20.11.2025 02:18 PM

Printed By: Pac Institute Of Technology And Social Studies

Date: 20.11.2025 02:18 PM

Printed By: Pac Institute Of Technology And Social Studies

Date: 20.11.2025 02:18 PM