



**PAC INSTITUTE OF TECHNOLOGY AND SOCIAL STUDIES
JANUARY – APRIL 2025 ASSESSMENT**

FORMATIVE ASSESSMENT

Qualification Code : **041306T4BUS**
Qualification : **Business Management Level 6**
Code : **BUS/OS/BM/CR/01/6/A**
Unit of Competency : **Managing Business Strategies**

TIME: 3 HOURS

INSTRUCTIONS TO THE CANDIDATE:

1. Read all the instructions carefully before attempting the questions.
2. You are allowed 2 Hours to Answer the questions.
3. Marks for each question are indicated in brackets.
4. Write your responses in the Separate Answer booklet provided.
5. Do not write anything on this question paper.
6. Attempt all questions in Section A and any Three questions in Section B.

SECTION A - 40 MARKS

(Instructions: Attempt All Questions In This Section)

1. A manufacturing company has engaged a consultant to guide on a business strategy that can enable the firm to have competitive advantage against other firms. Suggest **FOUR** such strategies. (4 Marks)
2. Tactical plans are prepared in accordance with strategic goals and departmental objectives of an organization. Give **FOUR** factors that determine when to use tactical planning in an organization. (4 Marks)
3. ABC limited has been experiencing a decline in the number of return customers. Highlight **FOUR** ways through which the organization can enhance customer retention. (4 Marks)
4. The management is in the process of appraising employees' performance for the past quarter. Outline **FOUR** methods that may be adopted to evaluate employee's performance (4 Marks)
5. Apart from the customer's name and contact details, state **FOUR** other pieces of information that must be recorded on customer complaints register. (4 Marks)
6. You have been tasked to prepare an organization structure. Identify **FOUR** departments that you shall include. (4 Marks)
7. A business is expected to formulate a vision before it commences its operations. Highlight **FOUR** reasons of having a vision. (4 Marks)
8. List **FOUR** steps followed when identifying operational gaps in business operations. (4 Marks)
9. Identify **FOUR** types of policies that guide operations in an organization. (4 Marks)
10. Outline **FOUR** benefits of monitoring and evaluation in an organization. (4marks)

SECTION B – 60 Marks

(Instructions: Attempt question 11 and Any other two questions in this Section)

11. Farmers in Jillo sub-county realized that selling their potatoes to brokers individually was giving them very low returns compared to the expenses they were incurring buying seeds, fertilizers, planting, weeding, among others. In their annual general meeting, they resolved to come up with a company that could make crisps using their potatoes and sell the final product directly to consumers, hence eliminating middle men. As an expert, advise them on:
- A) Outline **FOUR** needs for a strategic plan (8 Marks)
 - B) Explain the **SIX** steps to follow to develop the strategic plan. (12 Marks)
12. A) Kamongo Technical Institute is a leading participant in technical training in the country. The management has requested you to undertake a SWOT analysis for the institute. Explain **FIVE** limitations of SWOT analysis tool. (10 Marks)
- B) A recent human resource audit in ABC Limited has revealed the existence of ghost workers in their payroll. Explain **FIVE** digital strategies that the organization should invest in to curb ghost workers. (10 Marks)
13. A) You have been tasked to develop an organization strategy. Explain **FIVE** elements that you shall include in the plan. (10 Marks)
- B) An organization has detected a number of non-conformities in their operations. Describe **FIVE** guidelines in creating a corrective action. (10 Marks)
14. A) You have been tasked to evaluate City A as an option for establishing a business. Explain **FIVE** PESTEL factors that you may evaluate. (10 Marks)
- B) The performance in XYZ Limited has been very poor as a result of employee's demotivation. Explain **FIVE** ways through which an organization may motivate its employees. (10 Marks)