

041306T4BUS

BUSINESS MANAGER LEVEL 6

BUS/OS/BM/CR/01/6/A

Develop Corporate Image

Nov/Dec 2024



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

WRITTEN ASSESSMENT

Time: 3 HOURS

INSTRUCTIONS TO CANDIDATE

1. Marks for each question are indicated in the brackets.
2. The paper consists of **TWO** sections: A and B.
3. Candidates are provided with a separate answer booklet
4. **DO NOT** write on this question paper.

This paper consists of FOUR (4) 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. Corporate image is the way a company wants to be perceived by its customers. State FOUR reasons why a company needs to develop such. (4 Marks)
2. ABC company motivates its employees for various reasons. State FOUR reasons why motivation of employees in an organization is important. (4 Marks)
3. Public relations refers to all activities that are geared toward promoting a positive reputation about an organization. Outline FOUR reasons for conducting such relations. (4 Marks)
4. Media tools help to build a business' reputation. Mention FOUR tools that can be used to build an organizations' reputation. (4 Marks)
5. You have been appointed as a public relations manager of Alesandro Company Limited. Part of your responsibilities is to ensure the company develops good corporate image. List FOUR factors to consider when developing a good corporate image. (4 Marks)
6. Company Y carried out an advertising campaign that failed to achieve its targets. Highlight FOUR reasons that could have led to this failure. (4 Marks)
7. An effective public relations campaign requires a reasonable budget. List FOUR reasons for having such a budget for a planned public relations activity. (4 Marks)
8. Anyango is the newly appointed Public relation manager of Mwanzuli Company Ltd. Identify FOUR roles that she is supposed to undertake. (4 Marks)
9. Good management practice requires that an organization involves itself in corporate social responsibility activities. State FOUR reasons why an organization should involve in these activities. (4 Marks)
10. Global trade involves the import or export of goods and services between two or more different countries. Give FOUR benefits of these trade. (4 Marks)

SECTION B (60 MARKS)

Answer question 11 and any other TWO questions in this section.

11. Hazyzy Fresh is a dairy company with a rich heritage dating back over a century. Founded in 1905 by a group of local farmers in Eldoret, the company grew from a small cooperative into a major player in the African dairy industry. Known for its high-quality cheeses and yogurts made from the milk of cows grazing on their lush grass fields, Hazyzy Fresh has built a loyal customer base over the decades through advertisements in the daily newspapers, the company magazines, television channels and radio networks, which has carried their logo over years.

However, as the 21st century progressed, the company began to struggle with its corporate image, leading to a branding crisis that threatened its very existence. By the early 2010s, the dairy industry was undergoing significant changes. Health-conscious consumers were turning to plant-based alternatives, while younger generations sought out trendy, attractive brands with modern aesthetics. Hazyzy Fresh, with its traditional branding and old-fashioned image, found itself increasingly out of touch with these new market trends. Sales began to decline, and the company's once-loyal customers started to drift towards competitors who offered innovative products with sleek and contemporary packaging.

Recognizing the urgency of the situation, the company's board of directors decided to invest heavily in a rebranding campaign. They believed that a new look to their corporate image could help Hazyzy Fresh regain its market share and appeal to a new generation of consumers.

- (a) Explain THREE image problems at Hazyzy Fresh that is contributing to their competitors having a competitive advantage. (6 Marks)
- (b) Identify THREE areas where Hazyzy Fresh could benefit from innovations and partnerships to support their rebranding efforts and improve their market position. (6 Marks)
- (c) Describe FOUR corporate image components that Hazyzy Fresh would have to review to help the company in rebranding. (8 Marks)

12. (a) Customer feedback is a powerful mechanism that enables companies to understand the customers better and create better experiences for them. Explain FIVE sources of feedback on consumer image. (10 Marks)
- (b) Image management is key in today's unpredictable market environment. Explain FIVE ways in which a corporate can manage its image. (10 Marks)
13. (a) The public relations officer at KMJ democratic party has proposed the use of Propaganda as a communication method. Suggest FIVE reasons for their preference. (10 Marks)
- (b) Explain FIVE benefits of formulating a public relations plan. (10 Marks)
14. (a) Building partnership synergies lead to the development of new ideas in an industry. Explain FIVE benefits of such synergies to the enterprises. (10 Marks)
- (b) Stakeholders are key in the success of any organization. Identify FIVE types of external stakeholders to an organization. (10 Marks)