



**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/04/6/A**
Unit of Competency : **DEVELOP CORPORATE IMAGE**

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. An organization can differentiate itself from others by branding itself. Highlight **FOUR** effective ways on how to brand its business. (4 Marks)
2. 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)
3. 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)
4. Many enterprises have established a public relations department. Give any **FOUR** reasons why public relation is crucial to this enterprise. (4 Marks)
5. Benchmarking has enabled more organizations know how other firms operate. Mention any **FOUR** costs associated with benchmarking. (4 Marks)
6. 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)
7. Website is a common tool of communication for many firms today. Enumerate **FOUR** elements that make websites relevant. (4 Marks)
8. 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)
9. Outline **FOUR** reasons that make local community an important public of a manufacturing firm. (4 Marks)
10. XYZ is facing a crisis. Highlight **FOUR** strategies that they may use to respond to the crisis. (4marks)

SECTION B – 60 Marks

(Instructions: Attempt question 11 and Any other two questions in 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. Philip & Co. has expanded and started operating in international trade. Explain **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. Explain **FIVE** reasons that may make a company change its packaging. (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. Mahogany Limited has changed its corporate identity.
- A) Discuss five reasons that may have made it necessary for the organization make this move. (10 Marks)
 - B) Suppliers are one of the crucial stakeholders in an Organization. Outline **FIVE** responsibilities of an organization to its suppliers (10 Marks)