



# **PAC INSTITUTE OF TECHNOLOGY AND SOCIAL STUDIES MAY – AUGUST 2025 ASSESSMENT**

## **FORMATIVE ASSESSMENT**

Qualification Code : **041306T4BUS**

Qualification : **Business Management Level 6**

Code : **BUS/OS/BM/CR/09/6/A**

Unit of Competency : **Coordinate Business Development**

Class Code : **BM/MAY/2024/LV6**

TIME: 3 HOURS

### **INSTRUCTIONS TO THE CANDIDATE:**

1. Read all the instructions carefully before attempting the questions.
2. You are allowed 3 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. State **TWO** differences between inbound marketing strategies and outbound marketing strategies. (4 Marks)
2. Market segmentation is an adaptive strategy for businesses. Outline **FOUR** features of a viable market segment. (4 Marks)
3. Highlight **FOUR** primary stakeholders in a business. (4 Marks)
4. You are in the process of preparing for a market survey. Highlight **FOUR** types of market surveys that you may use. (4 Marks)
5. State **FOUR** steps in preparing a strategic business development plan. (4 Marks)
6. An organization has been experiencing data threats. List **FOUR** ways through which the organization can keep the data safe. (4 Marks)
7. Abraham intends to look for a business partner. Outline **FOUR** types of business partners. (4 Marks)
8. Highlight **FOUR** elements present in a business development plan developed by social media managers to guide their internet-based messages. (4 marks)
9. List **FOUR** ways how management of a business organization can establish whether there are operational gaps in the business operation. (4 marks)
10. Identify **FOUR** business turnover indicators. (4 Marks)

## SECTION B - 60 MARKS

**(Instructions: Attempt Any Three Questions in This Section)**

11. A). Kunzi limited is considering to hire a new business development Manager. Explain **FIVE** duties such a manager is expected to perform. (10 Marks)  
  
B) Business around the world uses various market survey techniques or tools to gather information on specific information. Explain **FIVE** market survey tools a business should use when gathering information from their customers. (10 Marks)
12. A) Explain its five benefits to a business for ensuring effective customer relations management. (10 Marks)  
  
B) ABC Tech Solutions coordinate its business development efforts to achieve optimal growth and market positioning. Explain **FIVE** strategies that the company can employ to coordinate its business development efforts effectively. (10 Marks)
13. A) A variety of environmental forces influence a company's marketing system. In view of this statement. Explain **FIVE** elements of external market factor that impact a company's marketing systems. (10 Marks)  
  
B) You have been tasked to make a presentation on benchmarking. Explain **FIVE** types of benchmarking that you shall include in your presentation. (10 Marks)
14. A) Cloud Database are created to operate large quantities of information by inputting, storing and retrieving and managing information. Explain **FIVE** benefits of cloud data base in a business organization. (10 Marks)  
  
B) Ken is a student pursuing a business course and would like to start a small business. He has approached you for advice. Explain **FIVE** components of a business plan. (10 Marks)