



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

FORMATIVE ASSESSMENT

Qualification Code : **041306T4BUS**
Qualification : **Business Management Level 6**
Unit Code : **BUS/OS/BM/CR/04/6/A**
Unit of Competency : **Develop Corporate Image**
Class Code : **BM/SEPT/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 Three questions in Section B.

SECTION A - 40 MARKS

(Instructions: Attempt All Questions In This Section)

1. Website is a common tool of communication for many firms today. List **FOUR** elements that make websites relevant. (4 Marks)
2. A firm which is involved in the production of goods is keen to act on customer's response. Outline **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 **FOUR** examples of corporate social responsibility initiatives that an organization may undertake. (4 Marks)
4. 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)
5. Most organizations have introduced a public relations department in their operations. Highlight **FOUR** reasons for rapid growth in public relations. (4 Marks)
6. 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)
7. Outline **FOUR** reasons that make local community an important public of a manufacturing firm. (4 Marks)
8. Benchmarking has enabled more organizations know how other firms operate. Mention **FOUR** costs associated with benchmarking. (4 Marks)
9. Strong corporate identity is something that bridges the gap between businesses and potential customers and partners. Outline **FOUR** benefits that may be derived by an organization from having a strong corporate identity. (4 marks)
10. List **FOUR** ways in which corporate image can be enhanced. (4 marks)

SECTION B – 60 Marks

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

11. (A). Juhudi Limited Management has declined a proposal to fund corporate social responsibility activities. Explain **FIVE** arguments that the management may have for declining the proposal. (10 Marks)
- (B). You have been tasked to carry out research on the effectiveness of public relations in your organization. Explain **FIVE** steps that you shall follow. (10 Marks)
12. (A). To enhance publicity MVJ Limited has decided to use public relations. Explain **FIVE** ways in which public relations strategies may generate news. (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). Ukweli Bank recently had incidences where customers found funds withdrawn from their accounts without their knowledge. This caused uproar in the social media platforms, many claiming they had lost their money. Immediately Simba bank engaged a celebrity on social media to do an advertisement for their firm to counter the bad publicity. Unfortunately, this heightened the frustrations with the customers who had lost their money together with all those that had ever had a bad experience with the bank and they attacked the company in a big way. Explain **FIVE** measures that the company may take to address this situation. (10marks)
- (B). Corporate Social Responsibilities is an emerging trend in the current corporate dealing. Explain **FIVE** corporate social responsibility activities that the firm bank can participate in to diffuse the negative image from the public. (10 Marks)
14. (A). Customer feedback is a powerful mechanism that enables companies to understand their customers better and create better experiences for them. Explain **FIVE** sources of feedback on consumer image. (10 Marks).
- (B). Most of the organizations have resulted to social media platforms as a way of creating awareness of their identity. Explain **FIVE** benefits that may accrue to an organization that uses social media to advertise its products. (10 Marks)