



**PAC INSTITUTE OF TECHNOLOGY AND SOCIAL STUDIES DECEMBER 2025
ASSESSMENT**

FORMATIVE ASSESSMENT

Course : Business Management
Level : Level 5
Unit of Competency : Carry Out Corporate Image Strategies

Trainee Group : BM(JAN)2025LV5

**WRITTEN ASSESSMENT
TIME: 3 HOURS**

INSTRUCTIONS TO THE CANDIDATE:

- 1. Read all the instructions carefully before attempting the questions.*
- 2. This paper consists of two sections, A & B.*
- 3. You are allowed 3 Hours to Answer the questions.*
- 4. Marks for each question are indicated in brackets.*
- 5. Write your responses in the Separate Answer booklet provided.*
- 6. Do not write anything on this question paper.*

SECTION A: (40 MARKS)

Answer ALL questions in this section.

1. A new marketing officer has been tasked to design a corporate logo for a rebranding exercise. List **FOUR** corporate identity tools that can be used. (4 Marks)
2. A company is preparing its annual strategic plan. State **FOUR** objectives of developing a corporate image strategy. (4 Marks)
3. A PR manager is planning a product launch event. Outline **FOUR** public relations activities that can be carried out. (4 Marks)
4. A multinational firm is reviewing its CSR policy. Identify **FOUR** CSR dimensions that should be considered. (4 Marks)
5. A stakeholder meeting has been scheduled to discuss customer complaints. List **FOUR** types of stakeholder responses that organizations may receive. (4 Marks)
6. A company is considering partnerships to boost innovation. State **FOUR** benefits of developing synergies for innovation. (4 Marks)
7. A retail chain is benchmarking its brand against competitors. List **FOUR** key areas of rebranding strategy. (4 Marks)
8. A firm is expanding into international markets. Identify **FOUR** types of international business opportunities available. (4 Marks)
9. A corporate communications officer is preparing a press release. List **FOUR** components of corporate communication. (4 Marks)
10. A manager is evaluating the company's online presence. State **FOUR** virtual platforms or mainstream media channels that can be used to manage corporate image. (4 Marks)

SECTION B: (60 MARKS)

*Answer any **THREE** questions in this section.*

11. **A)** A TVET institute has partnered with an organization for innovations. Explain **FIVE** benefits that the institute is likely to enjoy. (10 Marks)
- B)** A PR committee is planning activities for the next financial year. Explain **FIVE** steps in developing and implementing a public relations strategy. (10 Marks)
12. **A)** A CSR committee has been formed in a manufacturing company. Explain **FIVE** ways of identifying and carrying out CSR activities. (10 Marks)
- B)** XYZ Limited has acquired an online reputation management system. Explain **FIVE** ways through which the system may enable the firm to shape a positive corporate image. (10 Marks)
13. **A)** A company is seeking to form partnerships with other firms to enhance innovation. Explain **FIVE** steps in developing synergies for innovation. (10 Marks)
- B)** Zaura Limited is in the process of changing its corporate identity. Explain **FIVE** reasons that might have necessitated the move. (10 Marks)
14. **A)** An organization has engaged a consultant for branding. Explain **FIVE** roles of branding in shaping a strong and recognizable corporate image. (10 Marks)
- B)** A communications officer is tasked with managing corporate image through media. Explain **FIVE** ways of managing corporate image using virtual platforms and mainstream media. (10 Marks)