

041305T4BUS

BUSINESS MANAGEMENT LEVEL 5

BUS/OS/BM/CR/03/5

Carry Out Corporate Image Strategies

July / Aug 2023



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

CANDIDATE WRITTEN ASSESSMENT

Time: 3 Hours

INSTRUCTIONS TO CANDIDATE

1. This paper has three sections **A**, **B** and **C**. Attempt questions in each section as per instructions given in the section.
2. You are provided with a separate answer booklet.
3. Marks for each question are indicated in the brackets.
4. Do not write on the question paper.

This paper consists of Nine (9) printed pages.

SECTION A: (20 MARKS)

Answer all questions in this section in the answer booklet provided. Each question carries one (1) mark.

1. _____ is a definition of public relations as used in business Management.
 - A. Public Relations (PR) is the strategic communication practice that builds mutually beneficial relationships between organizations and their target audience, enhancing reputation and promoting understanding.
 - B. Public Relations is the process of manipulating public opinion through deceptive tactics and propaganda, regardless of ethical implications.
 - C. Public Relations is the act of spreading rumors and misinformation to undermine the reputation of competing organizations.
 - D. Public Relations is the practice of bribing journalists to publish favorable stories and suppress negative information about an organization.
2. The following are various ways in which businesses can showcase their commitment to social responsibility and sustainability as part of their corporate image which one is NOT?
 - A. By implementing environmentally friendly practices, such as using sustainable materials or reducing carbon footprint.
 - B. Engaging in community service or supporting charitable causes showcases the company's social responsibility.
 - C. Transparent reporting of social and environmental initiatives.
 - D. Exclusively focusing on profitability as customers primarily prioritize quality and price over sustainability factors.
3. How does quality assurance and safety policies put in place impact business corporate image?
 - A. By demonstrating the company's commitment to delivering high-quality products or services and prioritizing the safety and well-being of customers.
 - B. By increasing production costs, which may lead to higher prices and a negative perception among customers.
 - C. By slowing down production processes, leading to delays in delivering products or services and disappointing customers.