



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

Qualification Code : 041306T4
Qualification : Business Manager Level 6
Unit Code : BUS/BM/CR/09/6
Unit of Competency: Coordinate Business Development

WRITTEN ASSESSMENT-ASSESSORS GUIDE

SECTION A: (40 MARKS) ANSWER ALL QUESTIONS

1. Identify **four** common types of internal and external data used for business reports?

(4 mark)

- **Financial reports**
- **Market surveys**
- **Competitors reports**
- **Journals, newspapers, business magazines**

(Any 4 x 1 Mark, Maximum 4 Marks)

2. Strategic objectives are developed according to strategic plans. Highlight **four** characteristics of strategic level decisions?

(4 mark)

- **They are usually long term in nature**
- **Require high amount of capital/capital intensive**
- **They usually encompass entire organization/apply to entire organization**
- **Concerned with the scope of an organization's activities**
- **Strategy is to do with the matching of the activities of an organization to the internal and external environment in which it operates.**
- **Strategic decisions affect operational decisions**

(Any 4 x 1 Mark, Maximum 4 Marks)

3. Alignment between sales and marketing is key in business decisions. Outbound tactics work best when informed by inbound activities. Outline **four** steps to achieve sales and marketing alignment?

(4 marks)

- **Create an open culture of communication**
- **Agree on ideal prospects**
- **Cultivate an empathetic culture**
- **Utilize CRM and automation tools to track marketing and sales activities**
- **Agree on what issues are important and agree on their definitions.**

(Any 4 x 1 Mark, Maximum 4 Marks)

4. Identify **four** principles in creating a business opportunity?

(4 marks)