

041305T4BUS

BUSINESS MANAGEMENT LEVEL 5

BUS/OS/BM/CR/03/5/A

CARRY OUT CORPORATE IMAGE STRATEGIES

Nov/Dec 2023



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

WRITTEN ASSESSMENT

Time: 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This paper has **THREE** sections **A**, **B** and **C**.
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 seven (8) printed pages.

*Candidates should check the question paper to ascertain that
all pages are printed as indicated and that no questions are missing.*

SECTION A: 20 MARKS

Answer ALL the questions in this section. Each question carries one (1) mark.

1. What does the acronym SWOT stand for?
 - A. Special Weaknesses for Overcoming Threats
 - B. Services, Weaknesses, Opportunities and Threats
 - C. Strengths and Weaknesses for Overcoming Threats
 - D. Strengths, Weaknesses, Opportunities, and Threats
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. Exclusively focusing on profitability as customers primarily prioritize quality and price over sustainability factors.
 - C. Engaging in community service or supporting charitable causes showcases the company's social responsibility.
 - D. Transparent reporting of social and environmental initiatives.
3. Which of the following is a key obstacle to success of non-traditional partnerships?
 - A. Lack of trust between partners
 - B. Lack of investment by multinational firm
 - C. Lack of expertise within a multinational firm
 - D. Lack of government support
4. Identify the correct hierarchy for strategies in an organization from top to bottom.
 - A. Functional, Business Unit, Corporate.
 - B. Business Unit, Corporate, Functional
 - C. Corporate, Business Unit, Functional
 - D. Functional, Corporate, Business Unit
5. 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.