

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.

- D. By creating a bureaucratic and rigid work environment, stifling innovation and creativity.
4. How can ethical and socially responsible policies contribute to shaping a positive corporate image for a business?
- A. By demonstrating its commitment to sustainable practices, fair treatment of stakeholders, and responsible business conduct.
 - B. By providing tax benefits and financial incentives, which improves the company's financial standing and reputation.
 - C. By boosting employee morale and productivity, resulting in a positive work environment and improved customer service.
 - D. By attracting media attention and generating positive publicity, which increases brand awareness and customer loyalty.
5. How does higher pricing help create a positive image for a company's products or services?
- A. Higher pricing makes the products or services more affordable and accessible to a wider range of customers, improving the company's image.
 - B. Higher pricing allows the company to invest more in marketing and advertising, which enhances the image of the products or services.
 - C. Higher pricing is just a marketing strategy used to deceive customers, and it does not have any impact on the image of the products or services.
 - D. Higher pricing can create a perception of premium quality and exclusivity, which can contribute to a positive image for a company's products or services.
6. The following are various ways in which branding and consistent messaging contribute to portraying a favorable corporate image for a business and its products. Which one is **NOT**?
- A. Effective branding ensures a cohesive visual identity, including logos, colors, and typography, that creates recognition and reinforces a positive corporate image.
 - B. Consistent messaging across various communication channels, such as advertising, social media, and website, helps establish a unified brand voice and reinforces key messages, contributing to a favorable corporate image.

- C. Clear and consistent branding and messaging build trust and credibility among customers, creating a positive perception of the business and its products, and increasing customer loyalty.
 - D. Frequent changes in branding and messaging can contribute to portraying a favorable corporate image, as it showcases adaptability and keeps the brand fresh and exciting
7. How does financial viability contribute to shaping the corporate image of a business?
- A. Financial viability has no impact on corporate image; it's solely based on external factors like marketing.
 - B. Financial viability is only important for internal purposes; it doesn't affect stakeholders' perception or corporate image.
 - C. Financial viability is crucial for shaping corporate image; it demonstrates stability, credibility, and attracts stakeholders.
 - D. Financial viability is only relevant for large companies; small businesses or startups don't need to consider it for their corporate image.
8. The following various ways in which corporate social responsibility (CSR) contribute to shaping corporate image of a business. Which one is **NOT**?
- A. CSR activities have limited impact on the corporate image and stakeholder perceptions, primarily focusing on improving financial performance and shareholder returns.
 - B. Implementing CSR initiatives shows the company's commitment to social and environmental issues, building trust and loyalty among stakeholders and shaping a positive corporate image.
 - C. CSR activities allow companies to demonstrate their values, purpose, and dedication to sustainability and social causes, strengthening their brand identity and corporate image.
 - D. Engaging in CSR helps companies address social and environmental risks, minimizing negative impacts on their corporate image and enhancing their reputation among stakeholders.
9. The following are the roles of communication in managing corporate image, except?
- A. It plays a key role in managing corporate image by effectively conveying the company's brand messaging, values, and key messages.

- B. It has no impact on managing corporate image but it is solely determined by the company's products or services.
- C. It maintains a cohesive and authentic corporate image by ensuring consistent messaging across all communication channels.
- D. It helps establish and strengthen relationships with customers, suppliers, and partners through effective communication and collaboration.

10. Which of the following is a definition of Partnership Innovations as used in business management?

- A. Partnership innovations: Refers to the act of collaborating with other organizations to introduce novel ideas and concepts, fostering innovation and driving growth collectively.
- B. Partnership innovations: Involves forging alliances with competitors to jointly explore new opportunities, share resources, and develop groundbreaking solutions that revolutionize the industry.
- C. Partnership innovations: Refers to the strategy of pooling resources, knowledge, and expertise with other businesses or industry players to co-create innovative products, services, and processes that meet evolving market demands.
- D. Partnership innovations: Entails the process of engaging external entities, such as consultants and research institutions, to bring fresh perspectives and inject innovation into the organization.

11. _____ is a factor to consider when crafting a PR message.

- A. Using technical jargon to showcase expertise
- B. Providing lengthy and detailed information
- C. Tailoring the message to the target audience
- D. Including personal opinions and biases

12. Communication is simply the act of transferring information from one place, person or group to another. Which of the following is an example of an external communication channel in PR?

- A. Internal memos
- B. Intranet portals

- C. Social media platforms
- D. Team meetings

13. _____ is a virtual platform that allows PR professionals to engage with journalists, bloggers, and influencers.

- A. Slack
- B. WhatsApp
- C. Facebook Messenger
- D. Twitter

14. How can PR professionals control costs within a limited budget?

- A. By reducing the frequency of media interactions.
- B. By outsourcing PR activities to external agencies.
- C. By leveraging social media and online platforms for communication.
- D. By investing in expensive PR tools and technologies.

15. _____ is a primary goal of public relations.

- A. Maximizing profits
- B. Building positive relationships with the public
- C. Generating sales leads
- D. Promoting shareholder value

16. Define the term press release as used in corporate image strategies.

- A. A document that outlines the financial performance of a company
- B. A statement issued by a government agency
- C. A formal invitation to a media event
- D. A written communication sent to journalists to announce news or provide information

17. _____ is an example of an internal public in public relations.

- A. Customers
- B. Shareholders

- C. Suppliers
- D. Employees

18. There are several tools used in monitoring public opinion. Which one is it?

- A. Surveys and questionnaires
- B. Paid advertisements.
- C. Email marketing campaigns.
- D. Sales presentations.

19. _____ is an example of stakeholder engagement in public relations

- A. Conducting a customer satisfaction survey
- B. Distributing a company newsletter to employees
- C. Hosting a press conference to announce a new product
- D. Participating in a community service project

20. _____ is an essential consideration to ensure accurate results when designing a poll.

- A. Using a representative sample
- B. Providing leading questions to guide responses
- C. Conducting the poll at a specific time of day
- D. Offering incentives to participants

SECTION B: (40 MARKS)

Answer all questions in this section.

21. Outline **FOUR** factors that should be considered when creating a budget for CSR initiatives. (4 Marks)
22. State **FOUR** reason of creating a stakeholder's profile in business. (4 Marks)
23. List **FOUR** ways of managing partnerships for innovations in business management. (4 Marks)
24. There are various ways in which a company utilizes social media platforms to enhance its corporate image. Name any **FOUR**. (4 Marks)
25. Identify **FOUR** roles of content marketing in corporate image strategy. (4 Marks)
26. Outline **FOUR** strategies that a business can employ to manage their corporate image effectively. (4 Marks)
27. List **FOUR** purpose of budgetary control in corporate image strategies. (4 Marks)
28. Highlight **FOUR** benefits of developing a feedback tool for stakeholder's in business management. (4 Marks)
29. Cite any **FOUR** information that should be included in a stakeholder's profile. (4 Marks)
30. What are the **FOUR** benefits of implementing a Corporate Social Responsibility program for a business? (4 Marks)

SECTION C: (40 MARKS)

Answer any TWO questions in this section.

31.

- a) What are the **SIX** public relations activities that organizations can undertake to build and maintain a positive image and reputation. (12 Marks)
- b) Discuss **FOUR** roles of visual branding elements in shaping a strong and recognizable corporate image. (8 Marks)

32.

- a) There are several components that should be included in a public relations program to effectively manage and enhance an organization's reputation. Explain any **SIX** that are important. (12 Marks)
- b) Describe **FOUR** ways in which companies use internal communication to strengthen their corporate image. (8 Marks)

33.

- a) Explain **FIVE** importance of online reputation management in shaping a positive corporate image. (10 Marks)
- b) Discuss **FIVE** strategies that a company can employ to effectively manage and respond to negative online reviews? (10 Marks)