

041306T4BUS

BUSINESS MANAGER LEVEL 6

BUS/OS/BM/CR/09/6/A

COORDINATE BUSINESS DEVELOPMENT

July/August 2024



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

WRITTEN ASSESSMENT

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATE

1. This paper consists of two sections; **A** and **B**
2. Attempt **ALL** questions as guided in each section
3. Marks for each question are indicated in the bracket ().
4. You are provided with a separate answer booklet to answer the questions
5. Do not write in this question paper.

This paper consists of three (3) 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: (40 MARKS)

Attempt **ALL** questions in this section

1. Creating a proper business development plan can be a lot of work. State **three** importance of carrying out this exercise. (3 Marks)
2. Developing a business strategy requires the consideration of some components. Highlight **three** of the components. (3 Marks)
3. An expert who develops computerized business strategies offers myriads of services. List **four** types of such services. (4 Marks)
4. Many of us come across various business opportunities on a regular basis. Mention **four** factors to consider when deciding whether a business opportunity is worth embracing. (4 Marks)
5. A company and its partners have enjoyed the management of multiple partnerships without compromising quality and trust. State **four** ways which can help the company achieve their goal. (4 Marks)
6. While creating a business policy, it is important to avoid common pitfalls that can undermine its effectiveness. Highlight **three** such pitfalls. (3 Marks)
7. All businesses have a responsibility to handle their information in a secure, organized and legally compliant manner. Give **four** record management best practices that they should uphold. (4 Marks)
8. Customer Relationship Management encompasses some systems. List **three** types of these systems. (3 Marks)
9. An organization is in the process of implementing their policies. State **four** Steps to be followed to ensure its effectiveness. (4 Marks)
10. SIMBA Ltd. Company recently introduced Customer Relationship Management System in their processes. Outline **four** benefits the company may enjoy from this kind system. (4 Marks)
11. Monitoring of sales will require a keen look at some metrics. Mention **four** types of the metrics. (4 Marks)

SECTION B (60 MARKS)

Attempt question twelve (12) and any other two questions in this section.

12. Morrison, a Construction based company has had a long tradition of being dedicated to improving the quality of its product and service that it provides to clients. For instance, during the mid 1990s, the company slogan was devised: “Quality built in”. As staffs at Morrison are keen to stress, the ability to achieve ‘quality’ has always been dependent upon the dedication of those who are involved in the process. Morrison introduced quality management systems. However, whilst these systems operated satisfactorily in terms of ensuring compliance with procedures, there was an increasing groundswell of opinion but to consider (benchmark) what so called world-class organisations were doing with their people. In the first instance, this involved comparison with other construction organisations; what is known as competitive benchmarking. However, as will frequently be discovered when this form of benchmarking is used, there were few problems realized.
- a) There are several steps that Morrison Company can follow to ensure their Benchmarking process is successful. Suggest **five** of the steps to be adopted. (10 Marks)
- b) Benchmarking is a strategic process that allows a Company to measure their success against other companies in the industry. Propose **five** challenges that Morrison Company might have come across during the implementation of this system. (10 Marks)
13. a) When attempting to monitor sales turnover and performance, it’s prone to errors. Expound on **five** tips to consider for efficient process. (10 Marks)
- b) Understanding business turnover is crucial in any business operation. Propose **five** reasons why it is important. (10 Marks)
14. a) Every business is unique and faces unique situations and challenges. For these reasons, it is recommended that the performance indicators of any given business be identified. Elaborate on **six** categories of the indicators. (12 Marks)
- b) In the ever-changing world that we live in, one of the best things a company can do is keep up with industry trends. Describe **four** benefits of staying up-to-date on trends. (8 Marks)
15. (a) Market research surveys are pivotal to success. Describe **five** steps to be followed to ensure effective surveys are conducted. (10 Marks)
- (b) A business development plan is the growth roadmap for your business. Explain five challenges you may face when developing a business plan. (10 Marks)