



# MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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UNIVERSITY EXAMINATIONS 2023/2024

DIPLOMA IN BUSINESS MANAGEMENT

BUS/BM/CR/04/6: DEVELOP CORPORATE IMAGE

DATE: APRIL 2024

TIME: 3 HOURS

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INSTRUCTIONS: Answer Question ONE and any other Three questions.

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## SECTION A (40 MARKS)

1. Outline five corporate advertising guidelines. (5 Marks)
2. Highlight four items contained in Corporate Communication. (4 Marks)
3. State five components of Corporate Image. (5 Marks)
4. Highlight three corporate identify tools (3 Marks)
5. State three tool of corporate image policy. (3 Marks)
6. State five objectives of Corporate Image (5 Marks)
7. List three activities involved in public relations. (3 Marks)
8. State four components of public relations resources. (4 Marks)
9. Highlight four activities of public relations (4 Marks)
10. State four dimensions of Corporate Social responsibility. (4 Marks)



MUST is ISO 9001:2015 and



ISO/IEC 27001:2013 CERTIFIED

**SECTION B – Long Answer Questions – Answer Any Questions.**

11. a. Discuss five objectives of corporate image. (10 Marks)  
b. Explain five policies of Corporate Image. (10 Marks)
12. a. Evaluate five tools used to identify Corporate Image. (10 Marks)  
b. Discuss five components of Corporate Image (10 Marks)
13. a. Explain five methods of Corporate Image Communication. (10 Marks)  
b. Describe five Corporate advertising methods. (10 Marks)
14. a. Suggest five guidelines for monitoring analysis brand. (10 Marks)  
b. Evaluate five ways of rebranding a product. (10 Marks)

