



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS AND ECONOMICS**  
**UNIVERSITY EXAMINATION OF DIPLOMA IN BUSINESS MANAGEMENT**  
**2<sup>ND</sup> YEAR 1<sup>ST</sup> SEMESTER 2024/2025 ACADEMIC YEAR**  
**MAIN CAMPUS**

**COURSE TITLE: DEVELOP CORPORATE IMAGE STRATEGIES**

**COURSE CODE: BBM 2218**

**EXAM VENUE:**

**DATE:**

**TIME:**

**Instructions:**

- 1) Answer question one (compulsory) and any other 2 questions**
- 2) Candidates are advised not to write on the question paper**
- 3) Candidates must hand in their booklets to the invigilator while in the examination room**

### QUESTION ONE

- I. Define the term corporate image strategy (3 Marks)
- II. Define the term corporate social responsibilities (CSR) (5 Marks)
- III. Explain the term stakeholder feedback (5 Marks)
- IV. What are the factors that influence corporate image (5 Marks)
- V. Clearly explain the effects of a good corporate image (5 Marks)
- VI. Explain the importance of evaluating corporate image (5 Marks)
- VII. Explain the meaning of SWOT analysis (2 Marks)

### QUESTION TWO

- a) Explain the importance of developing a corporate image in an organization (10 Marks)
- b) Highlight the various corporate CSR activities (10 Marks)

### QUESTION THREE

Stakeholders both internal and external are key in the success of any enterprise.

- a) List and briefly explain the concerns of internal and external stakeholders. (12 Marks)
- b) What strategies can one use in collecting stakeholders' feedback for a business? (8 Marks)

### QUESTION FOUR

- a) Define the following terms
  - I. Virtual platforms (2 Marks)
  - II. Mainstream media (2 Marks)
- b) What risks does virtual platforms pose to the growth of businesses (6 Marks)
- c) Identify the mainstream media used to promote corporate image of a company (10 Marks)

### QUESTION FIVE

- a) Discuss the various benefits of rebranding. (10 Marks)
- b) Mention some of the corrective measures a company can undertake to boost its corporate image. (10 Marks)