

KASNEB

ATD LEVEL I

DICT LEVEL I

DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 23 May 2017.

Time Allowed: 3 hours.

Answer any THREE questions in SECTION I and any TWO questions in SECTION II. ALL questions carry equal marks.

SECTION I

QUESTION ONE

- (a) Discuss three social factors that could influence an individual to become an entrepreneur. (6 marks)
- (b) In relation to business ownership, explain the following terms:
- (i) Partnership deed. (2 marks)
- (ii) Articles of association. (2 marks)
- (iii) Certificate of incorporation. (2 marks)
- (c) Summarise four drawbacks associated with business mergers. (8 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Highlight four obstacles that could hinder an entrepreneur from undertaking effective marketing research. (4 marks)
- (b) Describe five strategies an enterprise could adopt to cope with modern technological changes. (10 marks)
- (c) Summarise six benefits that could accrue to an enterprise from obtaining registered trademarks. (6 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) (i) Define the term "m-commerce". (2 marks)
- (ii) Outline six limitations of using m-commerce. (6 marks)
- (b) Describe four factors that could influence an enterprise to outsource its business services. (8 marks)
- (c) Suggest four factors an entrepreneur could consider while choosing a business name. (4 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Enumerate four items of information contained in the financial data of a business plan. (4 marks)
- (b) Explain three challenges an entrepreneur could encounter at the idea generation stage. (6 marks)
- (c) Discuss five features of effective decision making. (10 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Distinguish between “functional business meeting” and “special task force meeting”. (4 marks)
- (b) Highlight six key items contained in minutes of a meeting. (6 marks)
- (c) Evaluate five benefits of maintaining ethical values to an enterprise. (10 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Outline five qualities of a well designed research questionnaire. (5 marks)
- (b) Identify five merits of using charts in a presentation. (5 marks)
- (c) Justify five reasons why a press release is an important communication tool in an organisation. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Explain the following barriers to communication:
- (i) Status barriers. (2 marks)
- (ii) Cultural barriers. (2 marks)
- (b) Describe five advantages of embracing social media in a business organisation. (10 marks)
- (c) (i) Define the term “wireless communication”. (2 marks)
- (ii) Highlight four situations which could justify the use of wireless technology by an organisation. (4 marks)
- (Total: 20 marks)**
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