

KASNEB

ATD LEVEL I

DICT LEVEL I

DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

PILOT PAPER

September 2015.

Time Allowed: 3 hours.

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

SECTION I

QUESTION ONE

- (a) Define the term "entrepreneur". (2 marks)
- (b) Explain five reasons why time management is important to an entrepreneur. (10 marks)
- (c) Explain four reasons why the government finds it necessary to develop entrepreneurs amongst its citizens. (8 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Define the term "creativity". (2 marks)
- (b) Explain any five characteristics common to successful entrepreneurs. (10 marks)
- (c) Demonstrate any four reasons why entrepreneurship is important to an individual. (8 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Explain the term "business opportunity". (2 marks)
- (b) In reference to entrepreneurship, illustrate the relevance of "SWOT analysis". (8 marks)
- (c) Explain five reasons why business incubation is essential for achievement of your country's development blue print. (10 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Briefly discuss five chapters of a business plan. (10 marks)
- (b) Differentiate between "franchising" and "joint ventures" as strategies for enterprise growth. (6 marks)
- (c) Demonstrate four benefits that an entrepreneur could get from the use of the internet. (4 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Discuss any three forms that business communication can take. (6 marks)
- (b) For effective business communication to take place, the sender must demonstrate certain characteristics. Explain any four such characteristics. (4 marks)
- (c) With the aid of a well labelled diagram, illustrate the business communication process. (10 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Explain any five benefits of effective communication to a business. (5 marks)
- (b) Your Chief Executive Officer (CEO) has called a meeting for all employees to discuss issues affecting production within the organisation.

As the secretary to the meeting:

- (i) Prepare a one page notice of the meeting incorporating five possible agenda items. (5 marks)
- (ii) Draft minutes of the meeting proceedings to be confirmed by the Chief Executive Officer in the next meeting. (10 marks)

(Total: 20 marks)

QUESTION SEVEN

- (a) Discuss any five barriers to effective business communication. (5 marks)
- (b) For the last one year, your organisation has been experiencing difficulties resulting from lack of staff morale, high labour turnover and pilferage among others.
 - (i) As the Chief Executive Officer, draft a memo to all staff aimed at managing the above challenges. (8 marks)
 - (ii) As the chief human resource officer, write a letter inviting a short listed candidate for an interview to replace one of the employees; a plant supervisor who has so far left your organisation. (7 marks)

(Total: 20 marks)

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