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ATD LEVEL I

DICT LEVEL I

DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 18 May 2021.

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) Highlight four common traits that are likely to be exhibited by successful entrepreneurs. (4 marks)
- (b) Summarise six benefits of business networking to an enterprise. (6 marks)
- (c) Explain five factors that an entrepreneur might consider before acquiring a business which is on sale. (5 marks)
- (d) Suggest five factors that could inhibit the youth from becoming entrepreneurs. (5 marks)

(Total: 20 marks)

QUESTION TWO

- (a) (i) With reference to market research, differentiate between "primary" and "secondary" sources of data. (4 marks)
- (ii) Summarise four factors that might affect the choice of sources of data. (4 marks)
- (b) Justify four reasons why it is important to include an executive summary in a business plan. (4 marks)
- (c) Discuss four challenges that entrepreneurs might encounter while selecting a new venture. (8 marks)

(Total: 20 marks)

QUESTION THREE

- (a) (i) Identify two challenges that might be experienced by a business at the maturity stage. (2 marks)
- (ii) Suggest two solutions to the challenges identified in (a) (i) above. (2 marks)
- (b) Outline four advantages of running a business as a sole proprietorship. (4 marks)
- (c) Explain four contributions of techpreneurs to the modern economy. (8 marks)
- (d) Suggest four strategies that a government could apply to influence the location of a business. (4 marks)

(Total: 20 marks)

QUESTION FOUR

- (a) Highlight four barriers to creativity. (4 marks)
- (b) Explain four challenges that entrepreneurs might face while protecting their businesses against loss of business secrets. (4 marks)
- (c) Describe three bases that an entrepreneur could use to segment markets. (6 marks)
- (d) In relation to sales strategy, discuss three objectives of pricing. (6 marks)

(Total: 20 marks)

SECTION II

QUESTION FIVE

- (a) (i) Define the term “downward communication”. (2 marks)
 - (ii) Discuss four circumstances under which an organisation could use downward communication. (8 marks)
 - (b) Suggest five measures that an organisation could take into account to ensure effectiveness of committees. (5 marks)
 - (c) Explain five common mistakes that could be made during presentations. (5 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Explain four ways in which brochures could be used by an organisation. (4 marks)
 - (b) Highlight four advantages of having an agenda in a meeting. (4 marks)
 - (c) Justify four reasons why emails are essential in the world of business. (4 marks)
 - (d) Discuss four merits of virtual communication. (8 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Propose three ways in which communication through suggestion boxes could be improved in an organisation. (3 marks)
 - (b) In relation to making a presentation, summarise five benefits of knowing your audience. (5 marks)
 - (c) Explain the following terms:
 - (i) Code of ethics. (2 marks)
 - (ii) Whistleblower. (2 marks)
 - (d) Analyse four reasons why integrity is an important quality in an organisation. (8 marks)
- (Total: 20 marks)**
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