

KASNEB

CPA PART I SECTION 1

CICT PART I SECTION 1

CIFA PART I SECTION 1

CCP PART I SECTION 1

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 23 May 2017.

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) Highlight seven limitations of a franchise arrangement to a franchisee. (7 marks)
- (b) Describe the "organisation and management" component of a business plan. (5 marks)
- (c) Discuss four qualities of a good business opportunity. (8 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Citing five reasons, justify why business enterprises strive to adopt innovations. (10 marks)
- (b) Summarise four economic factors that could impede the growth of entrepreneurship in developing countries. (4 marks)
- (c) Outline six characteristics of intrapreneurship. (6 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Describe six factors which investors consider before buying shares of a company. (6 marks)
- (b) With reference to new idea generation, development and communication, describe the creative process. (10 marks)
- (c) Highlight four pitfalls likely to be experienced by an entrepreneur while pursuing global patents. (4 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Briefly describe the following entrepreneurial schools of thought:
- (i) Environmental school of thought. (2 marks)
 - (ii) Capital school of thought. (2 marks)
 - (iii) Displacement school of thought. (2 marks)
- (b) Discuss four finance related elements of a feasibility analysis report that are of interest to venture capitalists. (8 marks)
- (c) Outline six strategies which an enterprise could make use of to achieve success in e-commerce. (6 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Summarise four objectives of carrying out an audience analysis while making a presentation. (4 marks)
- (b) With reference to group communication, distinguish between "seminar" and "workshop". (4 marks)

- (c) With reference to non verbal communication, analyse four spatial zones. (8 marks)
- (d) Describe four guidelines to be observed when communicating negative news to employees. (4 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Outline four benefits of video conferencing to an organisation. (4 marks)
- (b) Summarise four guidelines for writing an effective news release. (4 marks)
- (c) With reference to deciding ethical dilemmas, distinguish between “utilitarian approach” and “individual approach”. (4 marks)
- (d) Assess four differences between a “report” and a “proposal”. (8 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) In the context of communication, describe five sources of ethics. (10 marks)
- (b) Identify six measures that a speaker should take to ensure clarity. (6 marks)
- (c) Explain four purposes of an agenda for a meeting. (4 marks)
- (Total: 20 marks)**

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