



CPA PART I SECTION 1

CICT PART I SECTION 1

CIFA PART I SECTION 1

CCP PART I SECTION 1

**ENTREPRENEURSHIP AND COMMUNICATION**

**TUESDAY: 18 May 2021.**

**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) Explain five uses of a budget in an enterprise. (5 marks)
- (b) Suggest five reasons which could make a domestic entrepreneur invest in global markets. (5 marks)
- (c) Explain five drivers of product innovation in an enterprise. (10 marks)
- (Total: 20 marks)**

**QUESTION TWO**

- (a) Explain the term “egoistic entrepreneurs”. (2 marks)
- (b) Summarise four internal factors that could motivate an individual to become an entrepreneur. (4 marks)
- (c) Highlight four functions of a risk management committee in an enterprise. (4 marks)
- (d) Explain five factors that might influence an entrepreneur to go for a business merger rather than a business acquisition. (10 marks)
- (Total: 20 marks)**

**QUESTION THREE**

- (a) Identify four objectives of government incubators. (4 marks)
- (b) Analyse four drawbacks of enterprises floating shares to the public. (8 marks)
- (c) An entrepreneur is inspired by opportunities and responds by exploiting them. Discuss four approaches of identifying business opportunities. (8 marks)
- (Total: 20 marks)**

**QUESTION FOUR**

- (a) With reference to legal frameworks, explain four challenges that might affect the operations of micro and small enterprises. (4 marks)
- (b) Explain four reasons why idea evaluation is an important step in determining the feasibility of a business venture. (8 marks)
- (c) Discuss four factors which have led to small business ventures becoming more popular in the contemporary business world. (8 marks)
- (Total: 20 marks)**

**SECTION II**

**QUESTION FIVE**

- (a) Highlight four guidelines that a presenter could follow when handling questions. (4 marks)
  - (b) Explain four limitations of upward communication. (4 marks)
  - (c) (i) Distinguish between “office circular” and “circular letter”. (4 marks)
  - (ii) Assess four situations under which communication through a circular letter could be appropriate. (8 marks)
- (Total: 20 marks)**

**QUESTION SIX**

- (a) Summarise four preparations by an organisation before holding a meeting. (4 marks)
  - (b) Outline four benefits that could accrue to an organisation that adopts ethical communication. (4 marks)
  - (c) Explain four psychological barriers to effective communication. (4 marks)
  - (d) Discuss four disadvantages of using the internet in communication. (8 marks)
- (Total: 20 marks)**

**QUESTION SEVEN**

- (a) Explain four advantages of the use of audio-visual equipment in communication. (4 marks)
  - (b) Summarise four types of information which could be contained in an organisation’s newsletter. (4 marks)
  - (c) Justify four reasons why an organisation needs to constitute an ethics committee. (4 marks)
  - (d) Suggest four causes of inefficient filing of documents in an organisation. (8 marks)
- (Total: 20 marks)**
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