

# KASNEB

CPA PART I SECTION I

CICT PART I SECTION I

CIFA PART I SECTION I

CCP PART I SECTION I

## ENTREPRENEURSHIP AND COMMUNICATION

MONDAY: 23 November 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) Entrepreneurs from all over the world recently converged in Kenya for the Global Entrepreneurship Summit co-hosted by both the governments of Kenya and United States of America.

In relation to the above statement, explore eight ways which a government could employ, to inspire its citizens to become entrepreneurs. (8 marks)

- (b) Justify six reasons why an entrepreneur should have a well defined business strategy before venturing into business. (12 marks)  
(Total: 20 marks)

#### QUESTION TWO

- (a) Enumerate eight obligations of the franchisor in a franchise arrangement. (8 marks)
- (b) Analyse six ways of enhancing creativity in an organisation. (12 marks)  
(Total: 20 marks)

#### QUESTION THREE

- (a) Explain the term "techpreneur". (2 marks)
- (b) Summarise six shortcomings of a business plan to an entrepreneur. (6 marks)
- (c) Describe the six developmental stages of a business. (12 marks)  
(Total: 20 marks)

#### QUESTION FOUR

- (a) Describe five factors that might inhibit the development of an entrepreneurial culture in an organisation. (10 marks)
- (b) An entrepreneur may find it necessary to carry out a feasibility study in order to determine whether a business idea is worth exploiting.

In relation to the above statement, explain five steps to be followed when carrying out the feasibility study. (10 marks)  
(Total: 20 marks)

**SECTION II**

**QUESTION FIVE**

- (a) In the context of communication process, explain the term “information richness”. (2 marks)
- (b) Outline eight characteristics of a well written business report. (8 marks)
- (c) Describe ten fundamental parts of a business letter. (10 marks)

**(Total: 20 marks)**

**QUESTION SIX**

- (a) Distinguish between the following terms as used in communication:
  - (i) “LANS” and “WANS”. (2 marks)
  - (ii) “Critical listening” and “casual listening”. (2 marks)
  - (iii) “Flowchart” and “flip chart”. (2 marks)
  - (iv) “Telecommunicating” and “telecommuting”. (2 marks)
- (b) Describe six stages in the communication process. (12 marks)

**(Total: 20 marks)**

**QUESTION SEVEN**

- (a) (i) Define the term “groupware” in relation to sharing of information. (2 marks)
- (ii) Outline five conditions that might lead to a successful implementation of groupware in an organisation. (5 marks)
- (b) Suggest five reasons why organisations hold meetings. (5 marks)
- (c) Describe four basic channels of communication. (8 marks)

**(Total: 20 marks)**

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