



CPA PART I SECTION 1

CICT PART I SECTION 1

CIFA PART I SECTION 1

CCP PART I SECTION 1

**ENTREPRENEURSHIP AND COMMUNICATION**

**TUESDAY: 24 November 2020.**

**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) State five reasons why organisations outsource services. (5 marks)
- (b) Outline three important guidelines to be followed while developing an intellectual property strategy. (6 marks)
- (c) (i) Explain the term “innovation”. (1 mark)
- (ii) Examine four forms which innovation may take. (8 marks)

**(Total: 20 marks)**

**QUESTION TWO**

- (a) Suggest five benefits to an entrepreneur arising from selection of the most appropriate business idea. (5 marks)
- (b) Explain five obstacles which might hinder the immediate implementation of a business plan. (5 marks)
- (c) Discuss five advantages of franchising to the franchisor. (10 marks)

**(Total: 20 marks)**

**QUESTION THREE**

- (a) State five risks associated with small businesses which might threaten their survival. (5 marks)
- (b) Outline five sources of long term finance for an entrepreneur. (5 marks)
- (c) Discuss five steps followed by entrepreneurs while carrying out a feasibility study for new business. (10 marks)

**(Total: 20 marks)**

**QUESTION FOUR**

- (a) Analyse five differences between an entrepreneur and a small business owner. (10 marks)
- (b) (i) In the context of generation of business ideas, explain the term “brainstorming”. (2 marks)
- (ii) List four rules to be followed in a brainstorming session. (4 marks)
- (c) Summarise four merits of pioneering a market with a new product. (4 marks)

**(Total: 20 marks)**

## SECTION II

### QUESTION FIVE

- (a) Explain five techniques that could be used to hold an audience's attention throughout a presentation. (5 marks)
- (b) Discuss five contents of a request for proposals (RFPs). (5 marks)
- (c) You have been appointed as the Director of Strategy for BLC Ltd. Your first assignment is to review the company's strategic plan.

#### Required:

Draft a memorandum inviting members of staff in your department for a planning meeting. (10 marks)  
**(Total: 20 marks)**

### QUESTION SIX

- (a) Suggest four ways in which the management of an organisation could effectively make use of grapevine channel of communication. (4 marks)
- (b) With reference to decision making in meetings, explain:
- (i) Three advantages of consensus. (3 marks)
- (ii) Three limitations of consensus. (3 marks)
- (c) Discuss five steps that could lead to effective listening. (10 marks)  
**(Total: 20 marks)**

### QUESTION SEVEN

- (a) Explain the following terms:
- (i) Online chat. (2 marks)
- (ii) Webcam. (2 marks)
- (b) Highlight six benefits an organisation could derive from the use of modern information technology. (6 marks)
- (c) Evaluate five types of audiences in communication. (10 marks)  
**(Total: 20 marks)**
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