



kasneb

ATD LEVEL I

DICT LEVEL I

DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 31 August 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 five indicators of a declining business. (5 marks)
- (b) Outline five circumstances under which a partnership could be dissolved. (5 marks)
- (c) Describe the process of new venture creation. (10 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Explain four benefits of carrying out online market surveys. (4 marks)
- (b) Outline four roles of government in promoting business incubation in your country. (4 marks)
- (c) Suggest four reasons which could have contributed to the increased use of mobile money transfers in the world. (4 marks)
- (d) Analyse four marketing strategies that an entrepreneur could apply at the start-up stage of the business cycle. (8 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Highlight four reasons why a business plan is important to a business organisation's lenders. (4 marks)
- (b) Explain four challenges that an entrepreneur might experience for failing to innovate in business operations. (4 marks)
- (c) Summarise three differences between short-term bank loans and bank overdrafts. (6 marks)
- (d) Summarise six factors that an entrepreneur might consider when designing a business website. (6 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Summarise four benefits that could accrue to an enterprise from outsourcing products and services. (4 marks)
- (b) Suggest six factors that might inhibit growth of entrepreneurial culture in your country. (6 marks)
- (c) Describe the steps that an entrepreneur could follow when launching a new product into the market. (10 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Highlight three advantages of visual communication. (3 marks)
 - (b) Identify four situations in which an organisation could prefer to use written communication over oral communication. (4 marks)
 - (c) Justify five reasons why social media is an important tool in business communication. (5 marks)
 - (d) Analyse four approaches of responding to a letter of complaint in an organisation. (8 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Explain three qualities of a well-designed questionnaire. (3 marks)
 - (b) Suggest four factors that might be considered while preparing visual communication aids. (4 marks)
 - (c) Summarise five causes of ineffective meetings. (5 marks)
 - (d) Discuss four ways in which an organisation could unintentionally communicate in an unethical manner. (8 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) With reference to meetings:
 - (i) Outline four items that should be included in a notice for a meeting. (4 marks)
 - (ii) Explain four voting methods that could be used to decide a matter in a formal meeting. (4 marks)
 - (b) Highlight four sender oriented barriers to communication arising from the sender. (4 marks)
 - (c) Analyse four impacts of wireless technology in an organisation. (8 marks)
- (Total: 20 marks)**
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