

KASNEB

ATD LEVEL I

DICT LEVEL I

DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 24 May 2016.

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) Distinguish between "an entrepreneur" and "entrepreneurship". (4 marks)
- (b) Outline four benefits which could accrue to an economy from business incubation. (4 marks)
- (c) Describe six stages of the creative process. (12 marks)

(Total: 20 marks)

QUESTION TWO

- (a) State five characteristics of a good brand name. (5 marks)
- (b) Highlight five challenges associated with e-commerce. (5 marks)
- (c) Suggest five strategies that a government could use to promote growth of entrepreneurship in a country. (10 marks)

(Total: 20 marks)

QUESTION THREE

- (a) Analyse five benefits that could accrue to an entrepreneur from embracing business innovation. (10 marks)
- (b) Discuss five factors an entrepreneur could consider before acquiring another business. (10 marks)

(Total: 20 marks)

QUESTION FOUR

- (a) With reference to the business planning process:
- (i) Distinguish between "an operation plan" and "a financial plan". (4 marks)
- (ii) Identify four stakeholders who might be interested in a business plan. (4 marks)
- (iii) Outline one role of a business plan to each of the stakeholders identified in (a)(ii) above. (4 marks)
- (b) Discuss four factors an entrepreneur could consider before selecting a product to produce. (8 marks)

(Total: 20 marks)

SECTION II

QUESTION FIVE

- (a) (i) Differentiate between "ethics" and "integrity". (4 marks)
- (ii) Explain six reasons why ethics are important in a business organisation. (12 marks)
- (b) Highlight four factors that could hinder presentation of a press report. (4 marks)

(Total: 20 marks)

QUESTION SIX

- (a) Explain four limitations of oral communication. (8 marks)
 - (b) (i) Differentiate between "a standing committee" and "an ad hoc committee". (4 marks)
 - (ii) Summarise eight merits of forming committees in an organisation. (8 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) (i) Explain the term "video conferencing". (2 marks)
 - (ii) Identify four situations which could justify the use of video conferencing as a medium of communication. (4 marks)
 - (b) Suggest four uses of brochures in an organisation. (4 marks)
 - (c) Discuss five disadvantages of diagonal communication. (10 marks)
- (Total: 20 marks)**

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