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ATD LEVEL I

DICT LEVEL I

DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 28 November 2017.

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 a “business plan” and a “marketing plan”. (4 marks)
- (b) “Entrepreneurs are opting to conduct businesses from their homes”. Suggest four factors that could have contributed to this trend. (4 marks)
- (c) Discuss six factors an entrepreneur could take into account while engaging in e-commerce. (12 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Distinguish between “innovating entrepreneurs” and “imitative entrepreneurs”. (4 marks)
- (b) Outline five psychological factors which could motivate an individual to become an entrepreneur. (5 marks)
- (c) Suggest five factors that an entrepreneur could consider before setting the price of a product. (5 marks)
- (d) Describe six steps which could be followed while conducting a feasibility study for a business enterprise. (6 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Highlight four drawbacks of business incubation to an enterprise. (4 marks)
- (b) Analyse eight benefits of involving staff in decision making. (8 marks)
- (c) Discuss four differences between “business merger” and “business acquisition”. (8 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Assess five methods of evaluating service providers. (5 marks)
- (b) Explain five factors that could lead to the dissolution of a cooperative society. (5 marks)
- (c) Discuss five factors that could contribute to the failure of a new venture. (10 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Explain five reasons why organisations conduct exit interviews. (5 marks)
- (b) Outline five demerits of using intranet in an organisation. (5 marks)
- (c) Describe five methods of upward communication. (10 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Highlight five roles of the chairman of a meeting. (5 marks)
- (b) With reference to graphical presentations:
- (i) Define the term "multimedia". (2 marks)
- (ii) Summarise five limitations associated with graphical presentations. (5 marks)
- (c) Describe four forms of external communication that an organisation could use to promote good corporate image. (8 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) State three disadvantages of using emails in an organisation. (3 marks)
- (b) Outline five barriers to effective listening. (5 marks)
- (c) Suggest four benefits which could accrue to an organisation from maintaining effective internal communication. (4 marks)
- (d) Discuss four ethical dilemmas in business communication. (8 marks)
- (Total: 20 marks)**
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