



**kasneb**

**ATD LEVEL I**

**DICT LEVEL I**

**DCM LEVEL I**

**ENTREPRENEURSHIP AND COMMUNICATION**

**WEDNESDAY: 27 November 2019.**

**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) Summarise six sources of funding for a business venture. (6 marks)
- (b) Highlight six benefits which could accrue to an entrepreneur from registering a trademark. (6 marks)
- (c) Discuss four situations under which an entrepreneur would be compelled to revise a business plan. (8 marks)
- (Total: 20 marks)**

**QUESTION TWO**

- (a) With reference to selecting new business ventures from various alternatives, explain six steps followed while making a decision. (6 marks)
- (b) Highlight six characteristics of a good business idea. (6 marks)
- (c) Discuss four types of risks which an entrepreneur is likely to be exposed to. (8 marks)
- (Total: 20 marks)**

**QUESTION THREE**

- (a) Analyse five advantages which might accrue to an entrepreneur from advertising on the website. (10 marks)
- (b) In the context of innovation process, describe five stages of a new product development. (10 marks)
- (Total: 20 marks)**

**QUESTION FOUR**

- (a) (i) Define the term "entrepreneurial culture". (2 marks)
- (ii) Suggest five ways in which entrepreneurial culture could be promoted in your country. (5 marks)
- (b) Suggest five reasons why entrepreneurs analyse their competitors. (5 marks)
- (c) Analyse four elements usually included in the executive summary of a business plan. (8 marks)
- (Total: 20 marks)**

**SECTION II**

**QUESTION FIVE**

- (a) Explain the importance of the following emerging trends in business communication:
- (i) Social networking sites. (2 marks)
  - (ii) Cloud computing. (2 marks)
- (b) Summarise eight behaviours likely to be exhibited by active listeners. (8 marks)
- (c) Highlight eight roles of the chairperson in a meeting. (8 marks)
- (Total: 20 marks)**

**QUESTION SIX**

- (a) Distinguish between “lateral communication” and “diagonal communication”. (4 marks)
- (b) With reference to effective communication:
- (i) Identify six personal barriers. (6 marks)
  - (ii) Suggest six ways of overcoming the barriers identified in (b) (i) above. (6 marks)
- (c) Suggest four merits of using suggestion boxes as a means of upward communication in an organisation. (4 marks)
- (Total: 20 marks)**

**QUESTION SEVEN**

- (a) Discuss five qualities of a good speech. (10 marks)
- (b) Analyse five factors which might contribute to unethical communication in an organisation. (10 marks)
- (Total: 20 marks)**
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