



**kasneb**

**ATD LEVEL I**

**DICT LEVEL I**

**DCM LEVEL I**

**ENTREPRENEURSHIP AND COMMUNICATION**

**TUESDAY: 24 November 2020.**

**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) Innovation is the process by which entrepreneurs convert opportunities into marketable solutions.

Discuss three basic types of innovation.

(6 marks)

(b) Outline seven factors that may encourage individuals to become entrepreneurs.

(7 marks)

(c) Summarise seven reasons which could make an entrepreneur consider a location for establishing a business.

(7 marks)

**(Total: 20 marks)**

**QUESTION TWO**

(a) Explain six factors which might influence the type of decisions made by an entrepreneur.

(6 marks)

(b) Outline six consequences of failing to adhere to health and safety issues while setting up a new venture.

(6 marks)

(c) Ecopreneurs are entrepreneurs whose business efforts are not only driven by profits, but also by a concern for the environment.

With respect to the above statement, explain four roles of ecopreneurs in the economic development of a country.

(8 marks)

**(Total: 20 marks)**

**QUESTION THREE**

(a) Highlight five personal factors that might lead to failure of a small business venture.

(5 marks)

(b) Explain seven factors that an entrepreneur could consider while assessing the technical viability of a product.

(7 marks)

(c) Discuss four types of resources that an entrepreneur might need while venturing into a new industry.

(8 marks)

**(Total: 20 marks)**

**QUESTION FOUR**

(a) Summarise four challenges that an entrepreneur is likely to face at the maturity phase of a business.

(4 marks)

(b) Explain six roles played by the government in promoting business incubation.

(6 marks)

(c) Discuss five qualities required of a franchisee in order to make a franchise arrangement successful.

(10 marks)

**(Total: 20 marks)**

## SECTION II

### QUESTION FIVE

- (a) Describe five elements of interpersonal communication. (10 marks)
- (b) Being assertive means expressing your thoughts, feeling, and needs in an open and honest way, while standing up for yourself and respecting others' opinions.

With respect to the above statement, explain five ways of improving assertiveness. (10 marks)  
**(Total: 20 marks)**

### QUESTION SIX

- (a) Discuss five psychological barriers to communication. (10 marks)
- (b) With regard to meetings, outline five roles that are played by the Secretary. (5 marks)
- (c) State five reasons why it is important to write minutes of a meeting. (5 marks)

**(Total: 20 marks)**

### QUESTION SEVEN

- (a) In the context of visual aids, summarise six guidelines to be observed while constructing a bar graph. (6 marks)
- (b) Highlight six benefits of using emails in communication. (6 marks)
- (c) Analyse four guidelines for making ethical decisions at the workplace. (8 marks)

**(Total: 20 marks)**

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