



kasneb

CPA PART I SECTION 1

CICT PART I SECTION 1

CIFA PART I SECTION 1

CCP PART I SECTION 1

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 22 May 2018.

Time Allowed: 3 hours.

Answer any THREE questions in SECTION I and TWO questions in SECTION II. ALL questions carry equal marks.

SECTION I

QUESTION ONE

- (a) In relation to entrepreneurship:
- (i) Define the term "copreneurs". (2 marks)
 - (ii) Suggest four guidelines that copreneurs could observe to ensure success of a business venture. (4 marks)
- (b) State four barriers to creativity. (4 marks)
- (c) Describe five categories of trademarks. (10 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Highlight four features of ordinary shares. (4 marks)
- (b) Explain six measures that should be undertaken by a business organisation wishing to establish an intrapreneurial culture. (6 marks)
- (c) Outline six principles of innovation. (6 marks)
- (d) Describe four ways in which an entrepreneur could utilise the internet as a resource tool. (4 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Imitation is a strategy used by entrepreneurs where they mimic strategies of other companies.
With reference to the above statement, explain four merits of using imitation strategies to grow a business. (4 marks)
- (b) Explain six ways in which parties to a franchise arrangement could enhance their relationship. (6 marks)
- (c) Discuss five categories of information contained in the operation section of the business plan of a small scale manufacturing entity. (10 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) In the context of generation of business ideas, summarise six rules of brainstorming. (6 marks)
- (b) Analyse three sources of new product ideas available to an entrepreneur. (6 marks)
- (c) An acquisition is an action in which one firm buys most, if not all, of another firm's shares to assume its control.
In the context of the above statement, explain four factors that an entrepreneur could consider before undertaking an acquisition. (8 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Distinguish between the following letters of credit:
- (i) With recourse and without recourse. (2 marks)
 - (ii) Confirmed and unconfirmed. (2 marks)
- (b) Short message service (SMS) marketing is a technique that mostly uses permission based text messaging to spread promotional messages.

Based on the above statement, explain six reasons why organisations are increasingly adopting SMS marketing. (6 marks)

- (c) Advertisement copy is the soul of an advertisement. It includes all written or spoken matter in an advertisement expressed in words or sentences and figures designed to convey the desired message to the target consumers.

With reference to the above statement, discuss five types of advertisement copy. (10 marks)

(Total: 20 marks)

QUESTION SIX

- (a) Explain five factors that web content developers should consider while developing a website. (5 marks)
- (b) Describe five protocols that should be observed during the proceedings of a meeting. (5 marks)
- (c) Outline five factors that a public speaker should consider when developing an audience profile. (5 marks)
- (d) Describe five characteristics of effective business communication. (5 marks)

(Total: 20 marks)

QUESTION SEVEN

- (a) Analyse four types of forms used in business communication. (8 marks)
- (b) Discuss six factors that should be considered while selecting an appropriate media for communication. (12 marks)

(Total: 20 marks)

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