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CPA PART I SECTION 1

CICT PART I SECTION 1

CIFA PART I SECTION 1

CCP PART I SECTION 1

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 21 May 2019.

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) Outline six characteristics of a viable business opportunity. (6 marks)
- (b) Highlight four purposes of a business plan. (4 marks)
- (c) Summarise six advantages of raising money through private placement. (6 marks)
- (d) Jumia is one of the leading e-commerce stores in Africa.

With reference to the above statement, describe four challenges faced by e-commerce entrepreneurs. (4 marks)
(Total: 20 marks)

QUESTION TWO

- (a) In the context of creating a new business venture, analyse five differences between a private limited company and a public limited company. (10 marks)
- (b) There are risks that could lead to failure of a new business venture.

With reference to the above statement, broadly discuss five causes of business risks giving an example in each case. (10 marks)
(Total: 20 marks)

QUESTION THREE

- (a) Highlight four features associated with business incubation centres. (4 marks)
- (b) Discuss three types of diversification strategies which an entrepreneur could make use of to grow a business. (6 marks)
- (c) Describe five personal characteristics of high growth oriented entrepreneurs. (10 marks)

(Total: 20 marks)

QUESTION FOUR

- (a) Analyse five factors that an entrepreneur might consider when evaluating sources of loan capital. (10 marks)
- (b) Outline five characteristics of participative leadership. (5 marks)
- (c) Belinda Akello is in the process of purchasing an existing business.

Advise her on the five steps she should follow to acquire the business. (5 marks)
(Total: 20 marks)

SECTION II

QUESTION FIVE

- (a) Explain six essential features of effective oral communication. (6 marks)
- (b) Summarise four basic telephone communication rules. (4 marks)
- (c) Examine five factors that should be considered when determining the design of a form. (10 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Highlight six reasons why pre-printed forms are used by enterprises. (6 marks)
- (b) Outline four characteristics of ethical communication in enterprises. (4 marks)
- (c) Explain five situations which may justify the use of wireless technology in an organisation. (5 marks)
- (d) Outline five objectives of the agenda of a meeting. (5 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Explain the “terms of reference” section of a formal report. (2 marks)
- (b) In relation to an enterprise website, explain the four elements in the following address:
<http://www.mwanabiashara.com> (8 marks)
- (c) Discuss five techniques used by interviewers to recruit the best candidates. (10 marks)
- (Total: 20 marks)**
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