

# KASNEB

CPA PART I SECTION I

CICT PART I SECTION I

CIFA PART I SECTION I

CCP PART I SECTION I

## ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 22 November 2016.

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 five benefits of including a statement of cash flows in an entrepreneur's business plan. (5 marks)
- (b) Highlight seven factors which could be considered by a business while assessing the sustainability of a potential market. (7 marks)
- (c) Business mergers involve the uniting of two or more entities to form a new entity. Citing an example in each case, describe four types of business mergers. (8 marks)
- (Total: 20 marks)**

#### QUESTION TWO

- (a) Summarise six limitations of focus group discussions in the context of development of business ideas. (6 marks)
- (b) Analyse two requirements necessary for effective decision making. (4 marks)
- (c) Describe five principles of effective time management. (10 marks)
- (Total: 20 marks)**

#### QUESTION THREE

- (a) Explain four characteristics of innovators. (4 marks)
- (b) Describe six environmental conditions that are suitable for the thriving of technological innovations. (6 marks)
- (c) Analyse five limitations of going public with specific reference to public companies. (10 marks)
- (Total: 20 marks)**

#### QUESTION FOUR

- (a) Assess five categories of e-commerce practised in the business world today. (10 marks)
- (b) Discuss three types of business networks available to an entrepreneur. (6 marks)
- (c) Enumerate four benefits that a business could derive from using telemarketing as a direct marketing tool. (4 marks)
- (Total: 20 marks)**

### SECTION II

#### QUESTION FIVE

- (a) State five differences between "oral" and "written" communication. (10 marks)
- (b) Planning is required before writing a business report.

In relation to the above statement, summarise five steps involved in the planning for a business research report.

(10 marks)  
**(Total: 20 marks)**

**QUESTION SIX**

- (a) Enumerate five characteristics of ethical communication. (5 marks)
  - (b) Highlight five features found in modern franking machines. (5 marks)
  - (c) Analyse five types of audiences in the context of business communication. (10 marks)
- (Total: 20 marks)**

**QUESTION SEVEN**

- (a) "Groupthink" occurs when a homogeneous highly cohesive group is so concerned with maintaining unanimity that they fail to evaluate all the alternatives and options.  
  
In relation to the above statement, highlight six measures that could be taken to minimise groupthink during a meeting. (6 marks)
  - (b) State six qualities of an effective interviewer. (6 marks)
  - (c) Analyse four key vocal features that convey meaning while making a presentation. (8 marks)
- (Total: 20 marks)**
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