



CAMS LEVEL I

PRINCIPLES OF ENTREPRENEURSHIP AND MANAGEMENT

MONDAY: 17 May 2021.

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) Highlight five differences between debentures and preference share capital. (10 marks)
- (b) State ten contents of a partnership deed. (10 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Outline six benefits associated with entrepreneurship. (6 marks)
- (b) Summarise six interventions that the government could undertake to avoid failure of small and medium enterprises (SMEs). (6 marks)
- (c) Identify eight limitations of a franchise arrangement. (8 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Explain the 5C's model of assessing the credit worthiness of a customer. (10 marks)
- (b) (i) Define the term innovation. (2 marks)
- (ii) Analyse four ways in which entrepreneurs could protect their business ideas. (8 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) In the context of credit control, highlight five ways of minimising bad debts. (5 marks)
- (b) Outline five reasons for the increased use of mobile banking. (5 marks)
- (c) Explain five factors that may lead to an entrepreneur failing to realise his dreams. (10 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Outline six features of management. (6 marks)
- (b) State six benefits of planning to an organisation. (6 marks)
- (c) Propose eight strategies that a supervisor may apply to build a high performing team. (8 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Analyse five qualities of a good filing equipment. (5 marks)
 - (b) Outline five benefits of good governance practices to an organisation. (5 marks)
 - (c) Identify ten steps for handling outgoing mail in an office. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Highlight five situations where a manager would act as a disturbance handler. (5 marks)
 - (b) List seven guidelines that you could follow when making calls. (7 marks)
 - (c) Analyse four types of conflicts that could arise in organisations. (8 marks)
- (Total: 20 marks)**
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