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CAMS LEVEL I

PRINCIPLES OF ENTREPRENEURSHIP AND MANAGEMENT

MONDAY: 30 August 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) Summarise four methods that entrepreneurs could use to acquire capital assets for their business. (8 marks)
- (b) Describe four ways through which an entrepreneur could demonstrate innovativeness. (8 marks)
- (c) Explain the following types of entrepreneurs:
- (i) The sales person. (2 marks)
 - (ii) The achiever. (2 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Analyse five administrative challenges of new ventures. (10 marks)
- (b) Outline six differences between an “entrepreneur” and a “business person”. (6 marks)
- (c) Explain four reasons why e-commerce could be expensive for small businesses to adopt. (4 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) (i) Define the term “e-money”. (2 marks)
- (ii) Summarise six advantages of using e-money to an enterprise. (6 marks)
- (b) Inadequate access to markets is one reason why many new ventures fail. Highlight seven problems that could be encountered in accessing local markets in your country. (7 marks)
- (c) Outline five advantages of operating a business as a partnership. (5 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) (i) Distinguish between “promotional discounts” and “seasonal discounts”. (4 marks)
- (ii) Examine six benefits of giving discounts to customers. (6 marks)
- (b) In the context of bootstrapping, identify six measures that an entrepreneur could take to minimise external funding. (6 marks)
- (c) Analyse four factors that could cause bad debts in a business organisation. (4 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Highlight six non-financial motivators that could be used to motivate employees. (6 marks)
- (b) Outline four objectives of corporate governance. (4 marks)
- (c) Identify five advantages of working on-line from home for employees. (5 marks)
- (d) Propose five ways of ensuring efficient mail handling services in an organisation. (5 marks)

(Total: 20 marks)

QUESTION SIX

- (a) Explain five mechanisms that the management of an organisation could put in place in order to minimise conflicts in the office. (10 marks)
- (b) In relation to principles of management, enumerate six reasons why employees should not receive instructions from more than one supervisor. (6 marks)
- (c) List four limitations of centralising office operations. (4 marks)

(Total: 20 marks)

QUESTION SEVEN

- (a) Identify six responsibilities of employees in ensuring a safe and healthy work environment. (6 marks)
- (b) Explain four limitations of planning. (8 marks)
- (c) Summarise three challenges facing corporate governance. (6 marks)

(Total: 20 marks)

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