



CPA PART I SECTION 1

CICT PART I SECTION 1

CIFA PART I SECTION 1

CCP PART I SECTION 1

**ENTREPRENEURSHIP AND COMMUNICATION**

**TUESDAY: 27 November 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) Distinguish between an “entrepreneur” and a “small business owner”. (2 marks)
- (b) Examine five forces that could be driving the growth of entrepreneurship in your country in the recent past. (10 marks)
- (c) With reference to starting a new business venture through franchising, summarise four merits and four demerits of a franchisee. (8 marks)
- (Total: 20 marks)**

**QUESTION TWO**

- (a) (i) Explain the term “business incubator”. (2 marks)
- (ii) Highlight six services that could be provided to entrepreneurs by a business incubator. (6 marks)
- (b) List six characteristics commonly associated with entrepreneurs. (6 marks)
- (c) Summarise what an entrepreneur should do before implementing radical changes in a business. (6 marks)
- (Total: 20 marks)**

**QUESTION THREE**

- (a) Discuss four approaches to corporate entrepreneurship. (8 marks)
- (b) Describe six essential features of a good business plan. (6 marks)
- (c) State three advantages and three disadvantages of financing a business through debt. (6 marks)
- (Total: 20 marks)**

**QUESTION FOUR**

- (a) In the context of acquisition of an existing business, explain the term “due diligence”. (2 marks)
- (b) With reference to stages of entrepreneurial development, examine four types of entrepreneurs. (8 marks)
- (c) Assess five strategies that a business entity could use to enter a foreign market. (10 marks)
- (Total: 20 marks)**

## SECTION II

### QUESTION FIVE

- (a) (i) With reference to internal communication, distinguish between “an order” and “an instruction”. (4 marks)
- (ii) From the supervisor’s perspective, analyse four ways of improving upward communication. (8 marks)
- (b) Suggest eight measures that an interviewer should take to ensure the success of an interview. (8 marks)
- (Total: 20 marks)**

### QUESTION SIX

- (a) Summarise four qualities of an effective e-mail. (4 marks)
- (b) Describe the structure of a well written research proposal. (8 marks)
- (c) Discuss four documented information used in the process of conducting meetings. (8 marks)
- (Total: 20 marks)**

### QUESTION SEVEN

- (a) State five objectives of downward communication. (5 marks)
- (b) Explain five reasons for the importance of business ethics. (5 marks)
- (c) Examine five techniques of effective listening. (10 marks)
- (Total: 20 marks)**
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