



kasneb

CPA PART I SECTION 1

CICT PART I SECTION 1

CIFA PART I SECTION 1

CCP PART I SECTION 1

**ENTREPRENEURSHIP AND COMMUNICATION**

WEDNESDAY: 27 November 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) Suggest eight ways in which entrepreneurship could drive economic development of a country. (8 marks)
- (b) Highlight eight differences between shares and debentures. (8 marks)
- (c) List four circumstances under which an entrepreneur would outsource business activities. (4 marks)
- (Total: 20 marks)**

**QUESTION TWO**

- (a) Analyse five factors which an entrepreneur should consider when choosing a business incubator. (10 marks)
- (b) Examine five conditions which should prevail to ensure a successful brainstorming session. (10 marks)
- (Total: 20 marks)**

**QUESTION THREE**

- (a) Explain six roles of innovation in entrepreneurship. (6 marks)
- (b) With reference to intellectual property rights, discuss three types of patents. (6 marks)
- (c) In the context of manufacturing entities, describe four types of information a business would require when developing the production and operation section of a business plan. (8 marks)
- (Total: 20 marks)**

**QUESTION FOUR**

- (a) Discuss five stages in the creative process of transforming ideas into useful applications. (10 marks)
- (b) Explain six reasons why business networking is important to an entrepreneur. (6 marks)
- (c) Assess two avenues an entrepreneur could use to generate business opportunities. (4 marks)
- (Total: 20 marks)**

**SECTION II**

**QUESTION FIVE**

- (a) Highlight five guidelines followed while designing a questionnaire. (5 marks)
- (b) Explain five benefits of an effective internal communication system to an organisation. (5 marks)
- (c) Discuss five factors which should be considered while selecting a medium of communication. (10 marks)
- (Total: 20 marks)**

**QUESTION SIX**

- (a) Highlight six qualities of a good business report. (6 marks)
  - (b) Summarise six requirements for a notice of a meeting. (6 marks)
  - (c) Analyse four techniques for effective interviewing. (8 marks)
- (Total: 20 marks)**

**QUESTION SEVEN**

- (a) Outline four characteristics of ethical communication. (4 marks)
  - (b) Discuss four limitations of using e-mails in communication. (8 marks)
  - (c) Examine four demerits of using cell phones as a means of communication in the workplace. (8 marks)
- (Total: 20 marks)**
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