KASNEB

ATD LEVEL I
DICT LEVEL I
DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 24 May 2016. 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) Distinguish between "an entrepreneur" and "entrepreneurship". (4 marks)
(b) Outline four benefits which could accrue to an economy from business incubation. (4 marks)
(c) Describe six stages of the creative process. (12 marks)
   (Total: 20 marks)

QUESTION TWO
(a) State five characteristics of a good brand name. (5 marks)
(b) Highlight five challenges associated with e-commerce. (5 marks)
(c) Suggest five strategies that a government could use to promote growth of entrepreneurship in a country. (10 marks)
   (Total: 20 marks)

QUESTION THREE
(a) Analyse five benefits that could accrue to an entrepreneur from embracing business incubation. (10 marks)
(b) Discuss five factors an entrepreneur could consider before acquiring another business. (10 marks)
   (Total: 20 marks)

QUESTION FOUR
(a) With reference to the business planning process:
   (i) Distinguish between "an operation plan" and "a financial plan". (4 marks)
   (ii) Identify four stakeholders who might be interested in a business plan. (4 marks)
   (iii) Outline one role of a business plan to each of the stakeholders identified in (a)(ii) above. (4 marks)
   (b) Discuss four factors an entrepreneur could consider before selecting a product to produce. (8 marks)
      (Total: 20 marks)

SECTION II

QUESTION FIVE
(a) (i) Differentiate between "ethics" and "integrity". (4 marks)
      (ii) Explain six reasons why ethics are important in a business organisation. (12 marks)
(b) Highlight four factors that could hinder presentation of a press report. (4 marks)
   (Total: 20 marks)

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QUESTION SIX
(a) Explain four limitations of oral communication. (8 marks)

(b) (i) Differentiate between “a standing committee” and “an ad hoc committee”. (4 marks)
(ii) Summarise eight merits of forming committees in an organisation. (8 marks)
      (Total: 20 marks)

QUESTION SEVEN
(a) (i) Explain the term “video conferencing”. (2 marks)
(ii) Identify four situations which could justify the use of video conferencing as a medium of communication. (4 marks)

(b) Suggest four uses of brochures in an organisation. (4 marks)

(c) Discuss five disadvantages of diagonal communication. (10 marks)
      (Total: 20 marks)