ENTREPRENEURSHIP AND COMMUNICATION


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 roles performed by venture capitalists. (5 marks)
(b) Explain five methods that an entrepreneur could use to tap into a business opportunity for a new venture. (5 marks)
(c) Discuss five reasons why an entrepreneur needs to conduct a market research before entering into foreign markets. (10 marks)
(Total: 20 marks)

QUESTION TWO
(a) Outline five disadvantages of a sole proprietorship business. (5 marks)
(b) Explain five challenges that could inhibit the growth of women entrepreneurship in your country. (5 marks)
(c) Discuss five factors that have led to the global rise of information technology and service oriented businesses. (10 marks)
(Total: 20 marks)

QUESTION THREE
(a) Suggest four factors which could inhibit carrying out a marketing research for an enterprise. (4 marks)
(b) Discuss three differences between a “manager” and an “entrepreneur”. (6 marks)
(c) Describe five stages of the life-cycle of a business enterprise. (10 marks)
(Total: 20 marks)

QUESTION FOUR
(a) Justify four reasons why profit maximisation is important to an entrepreneur. (4 marks)
(b) Analyse four major types of business incubators. (8 marks)
(c) State four ways in which investors could offer support to an enterprise. (4 marks)
(d) Explain four possible impacts of frequent review of government regulations to small and medium enterprises. (4 marks)
(Total: 20 marks)

SECTION II

QUESTION FIVE
(a) Outline three qualities of an effective business letter. (3 marks)
(b) (i) Explain the term “graphic communication”. (2 marks)
(ii) Explain five reasons of using visual aids in a presentation. (5 marks)
(c) Analyse five technological trends that have influenced business communication in the 21st century. (10 marks)
(Total: 20 marks)
QUESTION SIX
(a) Highlight five advantages of grapevine communication to an organisation. (5 marks)
(b) Outline five qualities of a good proposal. (5 marks)
(c) Suggest five measures that an organisation should put in place to prevent unethical behaviour. (10 marks)
(Total: 20 marks)

QUESTION SEVEN
(a) Justify five circumstances that could necessitate an organisation to issue a press release. (5 marks)
(b) Discuss three situations which could be appropriate for the use of video conferencing. (6 marks)
(c) In relation to committees:
   (i) Differentiate between a “standing committee” and an “ad hoc committee”. (4 marks)
   (ii) Suggest five factors that could lead to ineffectiveness of a committee meeting. (5 marks)
(Total: 20 marks)