ENTREPRENEURSHIP AND COMMUNICATION


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 six sources of funding for a business venture.  

(b) Highlight six benefits which could accrue to an entrepreneur from registering a trademark.  

(c) Discuss four situations under which an entrepreneur would be compelled to revise a business plan.  

(Total: 20 marks)

QUESTION TWO

(a) With reference to selecting new business ventures from various alternatives, explain six steps followed while making a decision.  

(b) Highlight six characteristics of a good business idea.  

(c) Discuss four types of risks which an entrepreneur is likely to be exposed to.  

(Total: 20 marks)

QUESTION THREE

(a) Analyse five advantages which might accrue to an entrepreneur from advertising on the website.  

(b) In the context of innovation process, describe five stages of a new product development.  

(Total: 20 marks)

QUESTION FOUR

(a) (i) Define the term “entrepreneurial culture”.  

(ii) Suggest five ways in which entrepreneurial culture could be promoted in your country.  

(b) Suggest five reasons why entrepreneurs analyse their competitors.  

(c) Analyse four elements usually included in the executive summary of a business plan.  

(Total: 20 marks)
SECTION II

QUESTION FIVE
(a) Explain the importance of the following emerging trends in business communication:
   (i) Social networking sites. (2 marks)
   (ii) Cloud computing. (2 marks)
(b) Summarise eight behaviours likely to be exhibited by active listeners. (8 marks)
(c) Highlight eight roles of the chairperson in a meeting. (8 marks)
(Total: 20 marks)

QUESTION SIX
(a) Distinguish between “lateral communication” and “diagonal communication”. (4 marks)
(b) With reference to effective communication:
   (i) Identify six personal barriers. (6 marks)
   (ii) Suggest six ways of overcoming the barriers identified in (b) (i) above. (6 marks)
(c) Suggest four merits of using suggestion boxes as a means of upward communication in an organisation. (4 marks)
(Total: 20 marks)

QUESTION SEVEN
(a) Discuss five qualities of a good speech. (10 marks)
(b) Analyse five factors which might contribute to unethical communication in an organisation. (10 marks)
(Total: 20 marks)