KASNEB
ATD LEVEL 1
DICT LEVEL 1
DCM LEVEL 1
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) Discuss three social factors that could influence an individual to become an entrepreneur. (6 marks)
(b) In relation to business ownership, explain the following terms:
   (i) Partnership deed. (2 marks)
   (ii) Articles of association. (2 marks)
   (iii) Certificate of incorporation. (2 marks)
(c) Summarise four drawbacks associated with business mergers. (8 marks)
   (Total: 20 marks)

QUESTION TWO
(a) Highlight four obstacles that could hinder an entrepreneur from undertaking effective marketing research. (4 marks)
(b) Describe five strategies an enterprise could adopt to cope with modern technological changes. (10 marks)
(c) Summarise six benefits that could accrue to an enterprise from obtaining registered trademarks. (6 marks)
   (Total: 20 marks)

QUESTION THREE
(a) (i) Define the term “m-commerce.” (2 marks)
   (ii) Outline six limitations of using m-commerce. (6 marks)
(b) Describe four factors that could influence an enterprise to outsource its business services. (8 marks)
(c) Suggest four factors an entrepreneur could consider while choosing a business name. (4 marks)
   (Total: 20 marks)

QUESTION FOUR
(a) Enumerate four items of information contained in the financial data of a business plan. (4 marks)
(b) Explain three challenges an entrepreneur could encounter at the idea generation stage. (6 marks)
(c) Discuss five features of effective decision making. (10 marks)
   (Total: 20 marks)
SECTION II

QUESTION FIVE
(a) Distinguish between “functional business meeting” and “special task force meeting”. (4 marks)
(b) Highlight six key items contained in minutes of a meeting. (6 marks)
(c) Evaluate five benefits of maintaining ethical values to an enterprise. (10 marks)
(Total: 20 marks)

QUESTION SIX
(a) Outline five qualities of a well designed research questionnaire. (5 marks)
(b) Identify five merits of using charts in a presentation. (5 marks)
(c) Justify five reasons why a press release is an important communication tool in an organisation. (10 marks)
(Total: 20 marks)

QUESTION SEVEN
(a) Explain the following barriers to communication:
   (i) Status barriers. (2 marks)
   (ii) Cultural barriers. (2 marks)
(b) Describe five advantages of embracing social media in a business organisation. (10 marks)
(c) (i) Define the term “wireless communication”. (2 marks)
   (ii) Highlight four situations which could justify the use of wireless technology by an organisation. (4 marks)
   (Total: 20 marks)