KASNEB
ATD LEVEL I
DICT LEVEL I
DCM LEVEL I
ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 22 November 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) (i) Distinguish between “mobile money” and “mobile banking”. (4 marks)

(ii) Explain four benefits of using mobile money technology to an enterprise. (4 marks)

(b) Highlight four factors an entrepreneur could consider before investing in a public limited company. (4 marks)

(c) Discuss four strategies that an entrepreneur could use to conduct on-line marketing. (8 marks)

(Total: 20 marks)

QUESTION TWO
(a) Analyse six steps of the risk management process in an organisation. (6 marks)

(b) Discuss five reasons why it is important for an entrepreneur to carry out self assessment. (10 marks)

(c) Outline four purposes of the business description section of a business plan. (4 marks)

(Total: 20 marks)

QUESTION THREE
(a) Explain four social barriers that could hinder the growth of youth entrepreneurship in a nation. (4 marks)

(b) Describe four entry strategies an entrepreneur could use at the start-up stage of a business venture. (8 marks)

(c) Summarise four benefits that could accrue to an organisation due to the Chief Executive being a corporate entrepreneur. (8 marks)

(Total: 20 marks)

QUESTION FOUR
(a) Explain four roles of an entrepreneur in decision making process. (8 marks)

(b) Suggest four techniques an entrepreneur could use to generate business ideas. (8 marks)

(c) State four factors which could limit an entrepreneur from setting business goals. (4 marks)

(Total: 20 marks)

SECTION II

QUESTION FIVE
(a) Highlight four functions of feedback communication in an organisation. (4 marks)

(b) Discuss four benefits of using electronic data interchange in an organisation. (8 marks)

(c) Describe four ways an organisation could make communication through posters more effective. (8 marks)

(Total: 20 marks)

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QUESTION SIX
(a) Explain five merits of using e-mail messages by an organisation. (3 marks)
(b) In relation to ethics in communication:
   (i) Define the term “ethnocentrism”. (2 marks)
   (ii) Discuss four measures a business enterprise could put in place to promote integrity in communication. (8 marks)
(c) Highlight five merits of using closed ended questions during an interview. (5 marks)
(Total: 20 marks)

QUESTION SEVEN
(a) Explain four uses of pre-printed forms in an organisation. (4 marks)
(b) Analyse four measures organisations could put in place to make grapevine communication effective. (8 marks)
(c) (i) Distinguish between “minutes of resolution” and “minutes of narration”. (4 marks)
   (ii) Highlight four reasons why minutes of meetings are important to an organisation. (4 marks)
(Total: 20 marks)