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) Distinguish between a “business plan” and a “marketing plan”. (4 marks)
(b) “Entrepreneurs are opting to conduct businesses from their homes”. Suggest four factors that could have contributed to this trend. (4 marks)
(c) Discuss six factors an entrepreneur could take into account while engaging in e-commerce. (12 marks)
(Total: 20 marks)

QUESTION TWO
(a) Distinguish between “innovating entrepreneurs” and “imitative entrepreneurs”. (4 marks)
(b) Outline five psychological factors which could motivate an individual to become an entrepreneur. (5 marks)
(c) Suggest five factors that an entrepreneur could consider before setting the price of a product. (5 marks)
(d) Describe six steps which could be followed while conducting a feasibility study for a business enterprise. (6 marks)
(Total: 20 marks)

QUESTION THREE
(a) Highlight four drawbacks of business incubation to an enterprise. (4 marks)
(b) Analyse eight benefits of involving staff in decision making. (8 marks)
(c) Discuss four differences between “business merger” and “business acquisition”. (8 marks)
(Total: 20 marks)

QUESTION FOUR
(a) Assess five methods of evaluating service providers. (5 marks)
(b) Explain five factors that could lead to the dissolution of a cooperative society. (5 marks)
(c) Discuss five factors that could contribute to the failure of a new venture. (10 marks)
(Total: 20 marks)
SECTION II

QUESTION FIVE
(a) Explain five reasons why organisations conduct exit interviews. (5 marks)
(b) Outline five demerits of using intranet in an organisation. (5 marks)
(c) Describe five methods of upward communication. (10 marks)
(Total: 20 marks)

QUESTION SIX
(a) Highlight five roles of the chairman of a meeting. (5 marks)
(b) With reference to graphical presentations:
   (i) Define the term "multimedia". (2 marks)
   (ii) Summarise five limitations associated with graphical presentations. (5 marks)
(c) Describe four forms of external communication that an organisation could use to promote good corporate image. (8 marks)
(Total: 20 marks)

QUESTION SEVEN
(a) State three disadvantages of using emails in an organisation. (3 marks)
(b) Outline five barriers to effective listening. (5 marks)
(c) Suggest four benefits which could accrue to an organisation from maintaining effective internal communication. (4 marks)
(d) Discuss four ethical dilemmas in business communication. (8 marks)
(Total: 20 marks)