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

TUESDAY: 27 November 2018.

Answer any THREE questions in SECTION I and any TWO questions in SECTION II. ALL questions carry equal marks.

SECTION I

QUESTION ONE
(a) Identify four main features of successful entrepreneurs. (4 marks)
(b) Highlight four benefits that could accrue to organisations from the use of internet marketing. (4 marks)
(c) Explain four factors that an entrepreneur could put into consideration when choosing a business incubator. (4 marks)
(d) Justify four reasons why most entrepreneurs prefer starting a new business venture instead of buying an existing business. (8 marks)

(Total: 20 marks)

QUESTION TWO
(a) Define the term “innovation”. (2 marks)
(b) In the context of a market research, suggest five types of information that an entrepreneur could gather from potential customers. (5 marks)
(c) Highlight three demographic factors that could influence an individual to become an entrepreneur. (3 marks)
(d) Using relevant examples, discuss five ways in which employees could demonstrate their creativity in an organisation. (10 marks)

(Total: 20 marks)

QUESTION THREE
(a) Distinguish between “ecopreneurs” and “techpreneurs”. (4 marks)
(b) Suggest four challenges that an entrepreneur could experience when the business is at the decline stage. (4 marks)
(c) Highlight four components of the executive summary of a business plan. (4 marks)
(d) Analyse four reasons that could lead to dissolution of a partnership by a court of law. (8 marks)

(Total: 20 marks)

QUESTION FOUR
(a) Summarise four start-up costs that an entrepreneur could incur while venturing into a new business. (4 marks)
(b) Explain four roles of an entrepreneur as a decision maker. (4 marks)
(c) Outline four challenges that entrepreneurs in the mobile technology industry face. (4 marks)
(d) Discuss four ways in which entrepreneurs contribute to the economic development of a country. (8 marks)

(Total: 20 marks)

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SECTION II

QUESTION FIVE
(a) Outline four functions of business letters in an organisation. (4 marks)
(b) Explain three methods that employees in an organisation could apply to minimise communication barriers. (3 marks)
(c) Highlight three uses of memos in an organisation. (3 marks)
(d) "Mr Adrian is a new employee in an organisation and had been invited to attend a management meeting". Advise him on five strategies he could employ towards the effectiveness of the meeting. (10 marks)
(Total: 20 marks)

QUESTION SIX
(a) Explain five merits of visual presentations. (5 marks)
(b) Summarise five uses of reports in an organisation. (5 marks)
(c) Discuss five reasons why an organisation should maintain effective external communication. (10 marks)
(Total: 20 marks)

QUESTION SEVEN
(a) Explain four qualities of ethical communication. (4 marks)
(b) Outline four situations in which an organisation could prefer to use oral communication. (4 marks)
(c) Describe six key stages in the communication process cycle. (12 marks)
(Total: 20 marks)