KASNEB

ATD LEVEL I

DICT LEVEL I

DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

PILOT PAPER

September 2015. Time Allowed: 3 hours.

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

SECTION I

QUESTION ONE
(a) Define the term "entrepreneur". (2 marks)

(b) Explain five reasons why time management is important to an entrepreneur. (10 marks)

(c) Explain four reasons why the government finds it necessary to develop entrepreneurs amongst its citizens. (8 marks)

(Total: 20 marks)

QUESTION TWO
(a) Define the term "creativity". (2 marks)

(b) Explain any five characteristics common to successful entrepreneurs. (10 marks)

(c) Demonstrate any four reasons why entrepreneurship is important to an individual. (8 marks)

(Total: 20 marks)

QUESTION THREE
(a) Explain the term "business opportunity". (2 marks)

(b) In reference to entrepreneurship, illustrate the relevance of "SWOT analysis". (8 marks)

(c) Explain five reasons why business incubation is essential for achievement of your country's development blue print. (10 marks)

(Total: 20 marks)

QUESTION FOUR
(a) Briefly discuss five chapters of a business plan. (10 marks)

(b) Differentiate between "franchising" and "joint ventures" as strategies for enterprise growth. (6 marks)

(c) Demonstrate four benefits that an entrepreneur could get from the use of the internet. (4 marks)

(Total: 20 marks)

SECTION II

QUESTION FIVE
(a) Discuss any three forms that business communication can take. (6 marks)

(b) For effective business communication to take place, the sender must demonstrate certain characteristics.
   Explain any four such characteristics. (4 marks)

(c) With the aid of a well labelled diagram, illustrate the business communication process. (10 marks)

(Total: 20 marks)
QUESTION SIX
(a) Explain any five benefits of effective communication to a business. (5 marks)

(b) Your Chief Executive Officer (CEO) has called a meeting for all employees to discuss issues affecting production within the organisation.

As the secretary to the meeting:

(i) Prepare a one page notice of the meeting incorporating five possible agenda items. (5 marks)

(ii) Draft minutes of the meeting proceedings to be confirmed by the Chief Executive Officer in the next meeting. (10 marks)

(Total: 20 marks)

QUESTION SEVEN
(a) Discuss any five barriers to effective business communication. (5 marks)

(b) For the last one year, your organisation has been experiencing difficulties resulting from lack of staff morale, high labour turnover and pilferage among others.

(i) As the Chief Executive Officer, draft a memo to all staff aimed at managing the above challenges. (8 marks)

(ii) As the chief human resource officer, write a letter inviting a short listed candidate for an interview to replace one of the employees: a plant supervisor who has so far left your organisation. (7 marks)

(Total: 20 marks)