



ATD LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 2 August 2022. Afternoon paper.

Time Allowed: 3 hours.

Answer any THREE questions in SECTION I and any TWO questions in SECTION II. ALL questions carry equal marks. Do NOT write anything on this paper.

SECTION I

QUESTION ONE

- (a) Identify five advantages that an entrepreneur could derive from running a business as a partnership. (5 marks)
- (b) Explain five key elements that are contained in the executive summary of a business plan. (10 marks)
- (c) Summarise five gaps in the market that could provide an entrepreneurial opportunity. (5 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Analyse four barriers to entrepreneurship that the youth face in your country. (8 marks)
- (b) Summarise six factors that a franchisee could consider while selecting a franchise opportunity. (6 marks)
- (c) (i) Define the term “entrepreneurial culture”. (2 marks)
- (ii) Identify four factors that could influence entrepreneurial culture in your country. (4 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Describe four categories of business angels. (8 marks)
- (b) Analyse four marketing strategies that could be applied at the introduction stage of a product life-cycle. (8 marks)
- (c) Identify four challenges that might make new ventures experience low sales. (4 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) (i) Identify three sources of equity finance. (3 marks)
- (ii) Summarise four reasons that could make start-up entrepreneurs prefer to use equity financing over debt financing. (4 marks)
- (b) In the context of customer needs, explain five product features that could influence the purchasing decision of customers. (10 marks)
- (c) Explain three challenges of writing a business plan. (3 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Highlight five reasons why feedback is an essential component in communication. (5 marks)
- (b) Explain five functions of upward communication in an organisation. (5 marks)
- (c) With the help of relevant examples, distinguish between “an annual general meeting” and “an extraordinary general meeting”. (4 marks)
- (d) Outline six roles of a chairperson before a meeting. (6 marks)

(Total: 20 marks)

QUESTION SIX

- (a) Examine five non-verbal features of body language. (5 marks)
- (b) Suggest five measures which could be adopted by the management of an organisation to overcome barriers to effective oral communication. (10 marks)
- (c) Identify five qualities of a good interviewer. (5 marks)

(Total: 20 marks)

QUESTION SEVEN

- (a) You have been appointed to represent your supervisor at a forum organised by a professional body. The topic to be presented is “the importance of internal audit”.

Describe four steps you would follow to sufficiently prepare and make an effective presentation. (8 marks)
- (b) Highlight five disadvantages of written communication. (5 marks)
- (c) Identify three characteristics of poor listeners. (3 marks)
- (d) List four tactics of enhancing presentations using visual communication aids. (4 marks)

(Total: 20 marks)

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ATD LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 5 April 2022. Afternoon paper.

Time Allowed: 3 hours.

Answer any THREE questions in SECTION I and any TWO questions in SECTION II. ALL questions carry equal marks. Do NOT write anything on this paper.

SECTION I

QUESTION ONE

- (a) (i) Explain the meaning of the term "intellectual property". (2 marks)
- (ii) Summarise four ways an entrepreneur could take to protect intellectual property. (8 marks)
- (b) Describe the following types of venture financing:
- (i) Crowdfunding. (2 marks)
- (ii) Equity financing. (2 marks)
- (iii) Personal financing. (2 marks)
- (c) List four reasons why business incubation could be important to a small business start-up. (4 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) As a business expansion strategy, discuss five advantages of acquisitions. (10 marks)
- (b) (i) Define the term "customer needs". (2 marks)
- (ii) Propose four strategies that an entrepreneur could use to identify customer needs. (8 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Identify four differences between entrepreneurs and small business owners. (8 marks)
- (b) Summarise six factors that an entrepreneur could consider while assessing the viability of a good business opportunity. (6 marks)
- (c) Enumerate six benefits of becoming an entrepreneur. (6 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Analyse four marketing strategies used to grow a business. (8 marks)
- (b) (i) Explain the term "business plan". (2 marks)
- (ii) Examine five reasons why it is important for an entrepreneur to prepare a business plan. (10 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) (i) Explain the meaning of the term “memorandum”. (2 marks)
- (ii) Outline six uses of a memorandum. (6 marks)
- (b) Discuss six reasons why horizontal communication is important in an organisation. (12 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Examine five features of communication. (10 marks)
- (b) Summarise five differences between structured and unstructured interviews. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) An effective meeting is an efficient tool in the communication process which provides useful opportunities for business stakeholders to share information.
- In the context of meetings, explain five types of meetings that are held in a company. (10 marks)
- (b) People who experience a degree of nervousness or anxiety when giving a presentation are said to suffer from glossophobia which is a fear of public speaking.
- With reference to the above statement, identify five measures that a speaker could take to deal with glossophobia before making a presentation. (5 marks)
- (c) List five prerequisites for a valid notice of a formal meeting. (5 marks)
- (Total: 20 marks)**
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ATD LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

THURSDAY: 16 December 2021.

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 six ways in which entrepreneurship could benefit the economy of a country. (12 marks)
- (b) Summarise four uses of a business plan. (8 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Distinguish between “entrepreneurship” and “intrapreneurship”. (4 marks)
- (b) Highlight four personal characteristics that an entrepreneur could consider before venturing into business. (4 marks)
- (c) Analyse six advantages of franchising. (12 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) List seven sources that an aspiring entrepreneur could get good business ideas from. (7 marks)
- (b) Justify six reasons why entrepreneurs should segment the market. (6 marks)
- (c) Identify seven contents of a partnership deed. (7 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) In the context of Covid-19 pandemic, explain six entrepreneurial opportunities that have been created. (12 marks)
- (b) Describe four qualities of an effective marketing plan. (8 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Identify five types of business letters. (5 marks)
- (b) Outline five benefits of using emails as a means of communication. (5 marks)
- (c) Analyse five factors that might be considered while choosing a channel of communication. (10 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Highlight five advantages of knowing the audience before making a presentation. (5 marks)
- (b) Summarise five roles of the secretary after the meeting. (5 marks)
- (c) Explain five reasons for using visual aids in presentations. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Explain six reasons why an organisation could prefer to use written communication instead of oral communication. (6 marks)
- (b) Enumerate five reasons why interviews are important in the recruitment process. (5 marks)
- (c) (i) Outline six essential elements of minutes of a formal meeting. (6 marks)
(ii) List three uses of minutes. (3 marks)

(Total: 20 marks)

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ATD LEVEL I

DICT LEVEL I

DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 31 August 2021.

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) Highlight five indicators of a declining business. (5 marks)
- (b) Outline five circumstances under which a partnership could be dissolved. (5 marks)
- (c) Describe the process of new venture creation. (10 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Explain four benefits of carrying out online market surveys. (4 marks)
- (b) Outline four roles of government in promoting business incubation in your country. (4 marks)
- (c) Suggest four reasons which could have contributed to the increased use of mobile money transfers in the world. (4 marks)
- (d) Analyse four marketing strategies that an entrepreneur could apply at the start-up stage of the business cycle. (8 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Highlight four reasons why a business plan is important to a business organisation's lenders. (4 marks)
- (b) Explain four challenges that an entrepreneur might experience for failing to innovate in business operations. (4 marks)
- (c) Summarise three differences between short-term bank loans and bank overdrafts. (6 marks)
- (d) Summarise six factors that an entrepreneur might consider when designing a business website. (6 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Summarise four benefits that could accrue to an enterprise from outsourcing products and services. (4 marks)
- (b) Suggest six factors that might inhibit growth of entrepreneurial culture in your country. (6 marks)
- (c) Describe the steps that an entrepreneur could follow when launching a new product into the market. (10 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Highlight three advantages of visual communication. (3 marks)
 - (b) Identify four situations in which an organisation could prefer to use written communication over oral communication. (4 marks)
 - (c) Justify five reasons why social media is an important tool in business communication. (5 marks)
 - (d) Analyse four approaches of responding to a letter of complaint in an organisation. (8 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Explain three qualities of a well-designed questionnaire. (3 marks)
 - (b) Suggest four factors that might be considered while preparing visual communication aids. (4 marks)
 - (c) Summarise five causes of ineffective meetings. (5 marks)
 - (d) Discuss four ways in which an organisation could unintentionally communicate in an unethical manner. (8 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) With reference to meetings:
 - (i) Outline four items that should be included in a notice for a meeting. (4 marks)
 - (ii) Explain four voting methods that could be used to decide a matter in a formal meeting. (4 marks)
 - (b) Highlight four sender oriented barriers to communication arising from the sender. (4 marks)
 - (c) Analyse four impacts of wireless technology in an organisation. (8 marks)
- (Total: 20 marks)**
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ATD LEVEL I

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DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 18 May 2021.

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) Highlight four common traits that are likely to be exhibited by successful entrepreneurs. (4 marks)
- (b) Summarise six benefits of business networking to an enterprise. (6 marks)
- (c) Explain five factors that an entrepreneur might consider before acquiring a business which is on sale. (5 marks)
- (d) Suggest five factors that could inhibit the youth from becoming entrepreneurs. (5 marks)

(Total: 20 marks)

QUESTION TWO

- (a) (i) With reference to market research, differentiate between "primary" and "secondary" sources of data. (4 marks)
- (ii) Summarise four factors that might affect the choice of sources of data. (4 marks)
- (b) Justify four reasons why it is important to include an executive summary in a business plan. (4 marks)
- (c) Discuss four challenges that entrepreneurs might encounter while selecting a new venture. (8 marks)

(Total: 20 marks)

QUESTION THREE

- (a) (i) Identify two challenges that might be experienced by a business at the maturity stage. (2 marks)
- (ii) Suggest two solutions to the challenges identified in (a) (i) above. (2 marks)
- (b) Outline four advantages of running a business as a sole proprietorship. (4 marks)
- (c) Explain four contributions of techpreneurs to the modern economy. (8 marks)
- (d) Suggest four strategies that a government could apply to influence the location of a business. (4 marks)

(Total: 20 marks)

QUESTION FOUR

- (a) Highlight four barriers to creativity. (4 marks)
- (b) Explain four challenges that entrepreneurs might face while protecting their businesses against loss of business secrets. (4 marks)
- (c) Describe three bases that an entrepreneur could use to segment markets. (6 marks)
- (d) In relation to sales strategy, discuss three objectives of pricing. (6 marks)

(Total: 20 marks)

SECTION II

QUESTION FIVE

- (a) (i) Define the term “downward communication”. (2 marks)
 - (ii) Discuss four circumstances under which an organisation could use downward communication. (8 marks)
 - (b) Suggest five measures that an organisation could take into account to ensure effectiveness of committees. (5 marks)
 - (c) Explain five common mistakes that could be made during presentations. (5 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Explain four ways in which brochures could be used by an organisation. (4 marks)
 - (b) Highlight four advantages of having an agenda in a meeting. (4 marks)
 - (c) Justify four reasons why emails are essential in the world of business. (4 marks)
 - (d) Discuss four merits of virtual communication. (8 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Propose three ways in which communication through suggestion boxes could be improved in an organisation. (3 marks)
 - (b) In relation to making a presentation, summarise five benefits of knowing your audience. (5 marks)
 - (c) Explain the following terms:
 - (i) Code of ethics. (2 marks)
 - (ii) Whistleblower. (2 marks)
 - (d) Analyse four reasons why integrity is an important quality in an organisation. (8 marks)
- (Total: 20 marks)**
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ATD LEVEL I

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DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 24 November 2020.

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) Innovation is the process by which entrepreneurs convert opportunities into marketable solutions.

Discuss three basic types of innovation.

(6 marks)

(b) Outline seven factors that may encourage individuals to become entrepreneurs.

(7 marks)

(c) Summarise seven reasons which could make an entrepreneur consider a location for establishing a business.

(7 marks)

(Total: 20 marks)

QUESTION TWO

(a) Explain six factors which might influence the type of decisions made by an entrepreneur.

(6 marks)

(b) Outline six consequences of failing to adhere to health and safety issues while setting up a new venture.

(6 marks)

(c) Ecopreneurs are entrepreneurs whose business efforts are not only driven by profits, but also by a concern for the environment.

With respect to the above statement, explain four roles of ecopreneurs in the economic development of a country.

(8 marks)

(Total: 20 marks)

QUESTION THREE

(a) Highlight five personal factors that might lead to failure of a small business venture.

(5 marks)

(b) Explain seven factors that an entrepreneur could consider while assessing the technical viability of a product.

(7 marks)

(c) Discuss four types of resources that an entrepreneur might need while venturing into a new industry.

(8 marks)

(Total: 20 marks)

QUESTION FOUR

(a) Summarise four challenges that an entrepreneur is likely to face at the maturity phase of a business.

(4 marks)

(b) Explain six roles played by the government in promoting business incubation.

(6 marks)

(c) Discuss five qualities required of a franchisee in order to make a franchise arrangement successful.

(10 marks)

(Total: 20 marks)

SECTION II

QUESTION FIVE

- (a) Describe five elements of interpersonal communication. (10 marks)
- (b) Being assertive means expressing your thoughts, feeling, and needs in an open and honest way, while standing up for yourself and respecting others' opinions.

With respect to the above statement, explain five ways of improving assertiveness. (10 marks)
(Total: 20 marks)

QUESTION SIX

- (a) Discuss five psychological barriers to communication. (10 marks)
- (b) With regard to meetings, outline five roles that are played by the Secretary. (5 marks)
- (c) State five reasons why it is important to write minutes of a meeting. (5 marks)

(Total: 20 marks)

QUESTION SEVEN

- (a) In the context of visual aids, summarise six guidelines to be observed while constructing a bar graph. (6 marks)
- (b) Highlight six benefits of using emails in communication. (6 marks)
- (c) Analyse four guidelines for making ethical decisions at the workplace. (8 marks)

(Total: 20 marks)

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ATD LEVEL I

DICT LEVEL I

DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

WEDNESDAY: 27 November 2019.

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) Summarise six sources of funding for a business venture. (6 marks)
- (b) Highlight six benefits which could accrue to an entrepreneur from registering a trademark. (6 marks)
- (c) Discuss four situations under which an entrepreneur would be compelled to revise a business plan. (8 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) With reference to selecting new business ventures from various alternatives, explain six steps followed while making a decision. (6 marks)
- (b) Highlight six characteristics of a good business idea. (6 marks)
- (c) Discuss four types of risks which an entrepreneur is likely to be exposed to. (8 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Analyse five advantages which might accrue to an entrepreneur from advertising on the website. (10 marks)
- (b) In the context of innovation process, describe five stages of a new product development. (10 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) (i) Define the term "entrepreneurial culture". (2 marks)
- (ii) Suggest five ways in which entrepreneurial culture could be promoted in your country. (5 marks)
- (b) Suggest five reasons why entrepreneurs analyse their competitors. (5 marks)
- (c) Analyse four elements usually included in the executive summary of a business plan. (8 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Explain the importance of the following emerging trends in business communication:
- (i) Social networking sites. (2 marks)
 - (ii) Cloud computing. (2 marks)
- (b) Summarise eight behaviours likely to be exhibited by active listeners. (8 marks)
- (c) Highlight eight roles of the chairperson in a meeting. (8 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Distinguish between "lateral communication" and "diagonal communication". (4 marks)
- (b) With reference to effective communication:
- (i) Identify six personal barriers. (6 marks)
 - (ii) Suggest six ways of overcoming the barriers identified in (b) (i) above. (6 marks)
- (c) Suggest four merits of using suggestion boxes as a means of upward communication in an organisation. (4 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Discuss five qualities of a good speech. (10 marks)
- (b) Analyse five factors which might contribute to unethical communication in an organisation. (10 marks)
- (Total: 20 marks)**
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ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 21 May 2019.

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) Highlight five roles performed by venture capitalists. (5 marks)
- (b) Explain five methods that an entrepreneur could use to tap into a business opportunity for a new venture. (5 marks)
- (c) Discuss five reasons why an entrepreneur needs to conduct a market research before entering into foreign markets. (10 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Outline five disadvantages of a sole proprietorship business. (5 marks)
- (b) Explain five challenges that could inhibit the growth of women entrepreneurship in your country. (5 marks)
- (c) Discuss five factors that have led to the global rise of information technology and service oriented businesses. (10 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Suggest four factors which could inhibit carrying out a marketing research for an enterprise. (4 marks)
- (b) Discuss three differences between a “manager” and an “entrepreneur”. (6 marks)
- (c) Describe five stages of the life-cycle of a business enterprise. (10 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Justify four reasons why profit maximisation is important to an entrepreneur. (4 marks)
- (b) Analyse four major types of business incubators. (8 marks)
- (c) State four ways in which investors could offer support to an enterprise. (4 marks)
- (d) Explain four possible impacts of frequent review of government regulations to small and medium enterprises. (4 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Outline three qualities of an effective business letter. (3 marks)
- (b) (i) Explain the term “graphic communication”. (2 marks)
- (ii) Explain five reasons of using visual aids in a presentation. (5 marks)
- (c) Analyse five technological trends that have influenced business communication in the 21st century. (10 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Highlight five advantages of grapevine communication to an organisation. (5 marks)
 - (b) Outline five qualities of a good proposal. (5 marks)
 - (c) Suggest five measures that an organisation should put in place to prevent unethical behaviour. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Justify five circumstances that could necessitate an organisation to issue a press release. (5 marks)
 - (b) Discuss three situations which could be appropriate for the use of video conferencing. (6 marks)
 - (c) In relation to committees:
 - (i) Differentiate between a "standing committee" and an "ad hoc committee". (4 marks)
 - (ii) Suggest five factors that could lead to ineffectiveness of a committee meeting. (5 marks)
- (Total: 20 marks)**
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ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 27 November 2018.

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) 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)**

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)**
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DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 22 May 2018.

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) With reference to generation of business ideas, define the term “creativity”. (2 marks)
- (ii) Discuss four approaches which an entrepreneur could use to promote creativity in an enterprise. (8 marks)
- (b) Highlight five ways in which electronic money transfers could contribute to the growth of global entrepreneurship. (5 marks)
- (c) Enumerate five causes of poor time management in an organisation. (5 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) In relation to business risks:
- (i) Distinguish between “risk avoidance” and “risk reduction”. (4 marks)
- (ii) Explain four measures that an entrepreneur could put in place to mitigate against financial risks in a new venture. (8 marks)
- (b) Discuss four ways in which business location could influence the growth of an enterprise. (8 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Highlight four factors that an entrepreneur could put into consideration before taking a bank loan for a new venture. (4 marks)
- (b) (i) Explain the term “international entrepreneurship”. (2 marks)
- (ii) Citing four reasons, justify why an entrepreneur needs to carry out a feasibility study before venturing into a foreign market. (8 marks)
- (c) Discuss three benefits that could accrue to an enterprise from evaluation of business ideas. (6 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) (i) With reference to direct marketing, define the term “telemarketing”. (2 marks)
- (ii) Summarise five limitations of using telemarketing. (5 marks)

- (b) Explain five non-monetary techniques of motivating employees in an organisation. (5 marks)
- (c) Discuss four reasons why business organisations need to innovate regularly. (8 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Summarise five purposes of using headings in business documents. (5 marks)
- (b) Outline five limitations of written communication. (5 marks)
- (c) You have been invited to make a presentation during an investment conference.
Highlight five guidelines that you could follow to ensure an effective presentation. (5 marks)
- (d) Assess five causes of semantic barriers in business communication. (5 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Suggest five ways in which ordinary members could enhance the effectiveness of a meeting. (5 marks)
- (b) Highlight five features of non-verbal communication. (5 marks)
- (c) Explain five benefits of installing computer networks in an organisation. (5 marks)
- (d) Outline five purposes of preparing an agenda for a meeting. (5 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Highlight four challenges associated with corporate blogs. (4 marks)
- (b) Evaluate four gains that could accrue to an organisation from using electronic postal services. (8 marks)
- (c) Discuss four reasons why organisations need to enforce business ethics. (8 marks)
- (Total: 20 marks)**
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ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 28 November 2017.

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)**
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KASNEB

ATD LEVEL I

DICT LEVEL I

DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 23 May 2017.

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)**
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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)**

QUESTION SIX

- (a) Explain five merits of using e-mail messages by an organisation. (5 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)**

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ATD LEVEL I

DICT LEVEL I

DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 24 May 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) Distinguish between "an entrepreneur" and "entrepreneurship". (4 marks)
- (b) Outline four benefits which could accrue to an economy from business incubation. (4 marks)
- (c) Describe six stages of the creative process. (12 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) State five characteristics of a good brand name. (5 marks)
- (b) Highlight five challenges associated with e-commerce. (5 marks)
- (c) Suggest five strategies that a government could use to promote growth of entrepreneurship in a country. (10 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Analyse five benefits that could accrue to an entrepreneur from embracing business innovation. (10 marks)
- (b) Discuss five factors an entrepreneur could consider before acquiring another business. (10 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) With reference to the business planning process:
- (i) Distinguish between "an operation plan" and "a financial plan". (4 marks)
- (ii) Identify four stakeholders who might be interested in a business plan. (4 marks)
- (iii) Outline one role of a business plan to each of the stakeholders identified in (a)(ii) above. (4 marks)
- (b) Discuss four factors an entrepreneur could consider before selecting a product to produce. (8 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) (i) Differentiate between "ethics" and "integrity". (4 marks)
- (ii) Explain six reasons why ethics are important in a business organisation. (12 marks)
- (b) Highlight four factors that could hinder presentation of a press report. (4 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Explain four limitations of oral communication. (8 marks)
- (b) (i) Differentiate between "a standing committee" and "an ad hoc committee". (4 marks)
- (ii) Summarise eight merits of forming committees in an organisation. (8 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) (i) Explain the term "video conferencing". (2 marks)
- (ii) Identify four situations which could justify the use of video conferencing as a medium of communication. (4 marks)
- (b) Suggest four uses of brochures in an organisation. (4 marks)
- (c) Discuss five disadvantages of diagonal communication. (10 marks)
- (Total: 20 marks)**
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ATD LEVEL I

DICT LEVEL I

DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

WEDNESDAY: 18 November 2015.

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) Outline four primary characteristics of a successful entrepreneur. (4 marks)
- (b) Analyse five obstacles that could inhibit growth of entrepreneurship in a nation. (10 marks)
- (c) Highlight six ways of obtaining information about business competitors. (6 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Outline four benefits of a good marketing plan. (4 marks)
- (b) Discuss four components of a feasibility analysis report. (8 marks)
- (c) Suggest four techniques an entrepreneur could use to mitigate business risks. (8 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) (i) Distinguish between "crowd sourcing" and "crowd funding". (4 marks)
- (ii) Describe four types of crowd funding. (8 marks)
- (b) Summarise four benefits which could accrue to an entrepreneur from assessing the business environment. (8 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) State four fundamental characteristics of a good business website. (4 marks)
- (b) Explain four benefits of rational decision making to an entrepreneur. (8 marks)
- (c) Suggest four ways in which a business could use the penetration strategy to gain competitive advantage. (8 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Outline five characteristics of a well structured questionnaire. (5 marks)
- (b) Highlight three functions of downward communication in an organisation. (3 marks)
- (c) Analyse six reasons why organisations publish business newsletters. (12 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Identify four features of ethical communication in an organisation. (4 marks)
 - (b) Explain four merits of effective listening. (8 marks)
 - (c) Discuss four reasons that could contribute to the failure of a meeting. (8 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Outline four benefits of using fibre optic cable to a business organisation. (4 marks)
 - (b) Explain four advantages of using mobile wireless technology in an organisation. (8 marks)
 - (c) Discuss four merits of incorporating visual aids in business reports. (8 marks)
- (Total: 20 marks)**
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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)**
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