



ATD LEVEL I

DICT LEVEL I

DCM LEVEL I

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)**
-