

KASNEB

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. (3 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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