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ATD LEVEL I

DICT LEVEL I

DCM LEVEL I

**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 21<sup>st</sup> 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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