



CPA PART I SECTION 1

CICT PART I SECTION 1

CIFA PART I SECTION 1

CCP PART I SECTION 1

**ENTREPRENEURSHIP AND COMMUNICATION**

**TUESDAY: 28 November 2017.**

**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) With reference to penetration of foreign markets, state three demerits of the use of licensing strategy. (3 marks)
- (b) In relation to e-commerce, explain the following terms:
- (i) Payment gateway. (2 marks)
  - (ii) E-solution providers. (2 marks)
  - (iii) Content providers. (2 marks)
- (c) Explain six ways in which an entrepreneur could benefit from e-commerce. (6 marks)
- (d) Describe five challenges that could be faced by an entrepreneur during the initial stage of venturing into an international market. (5 marks)
- (Total: 20 marks)**

**QUESTION TWO**

- (a) Outline six ways in which an entrepreneur could benefit from a patent. (6 marks)
- (b) (i) Explain the term "conglomerate diversification". (2 marks)
- (ii) Highlight six reasons that could lead to conglomerate diversification. (6 marks)
- (c) Highlight six essentials of an ideal business plan. (6 marks)
- (Total: 20 marks)**

**QUESTION THREE**

- (a) Analyse five benefits of business networking. (10 marks)
- (b) State six demerits of forming a joint venture. (6 marks)
- (c) Identify four skills that an entrepreneur should possess in order to manage a business effectively. (4 marks)
- (Total: 20 marks)**

**QUESTION FOUR**

- (a) Discuss five factors which influence business risks in an enterprise. (10 marks)
- (b) Enumerate ten reasons why many business start-ups fail before the end of their first year of operation. (10 marks)
- (Total: 20 marks)**

**SECTION II**

**QUESTION FIVE**

- (a) Outline the format of a formal proposal. (10 marks)
  - (b) Discuss five limitations of the use of internet as a source of information. (10 marks)
- (Total: 20 marks)**

**QUESTION SIX**

- (a) Analyse five guidelines to effective listening. (10 marks)
  - (b) Summarise ten ethical best practices in business communication. (10 marks)
- (Total: 20 marks)**

**QUESTION SEVEN**

- (a) List six steps in consensus building. (6 marks)
  - (b) Explain four requirements of a valid meeting. (4 marks)
  - (c) Examine seven measures that might be instituted in an organisation in order to achieve effective inter-cultural communication. (7 marks)
  - (d) State three circumstances which may demand the use of audio-visual communication. (3 marks)
- (Total: 20 marks)**
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