



ATD LEVEL I

PILOT PAPER

ENTREPRENEURSHIP AND COMMUNICATION

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 five merits and five demerits of operating a sole proprietorship form of business ownership. (10 marks)
- (b) Using relevant examples discuss five characteristics of social entrepreneurship. (10 marks)

(Total: 20 marks)

QUESTION TWO

Using relevant examples, distinguish between the entrepreneurship concepts below:

- (a) Entrepreneurship and Intrapreneurship. (5 marks)
- (b) Venture capitalists and Business Angels. (5 marks)
- (c) Business idea and business opportunity. (5 marks)
- (d) Patent and Trade mark. (5 marks)

(Total: 20 marks)

QUESTION THREE

- (a) Analyse five main contributions made by successful entrepreneurs to the economic development of the country. (10 marks)
- (b) Describe any five dimensions of entrepreneurial marketing. (10 marks)

(Total: 20 marks)

QUESTION FOUR

- (a) The business club in your institution wishes to start an events management business. Explain to them five reasons why they need to write a business plan as a starting point for their entrepreneurial journey. (10 marks)
- (b) In order to establish a viable business, an entrepreneur must carefully screen all the generated business ideas.

With respect the above statement, discuss the four steps of determining business viability. (10 marks)

(Total: 20 marks)

SECTION II

QUESTION FIVE

- (a) Discuss five personal barriers to communication that could affect the relationship between the business owner and his employees. (10 marks)
- (b) By stating its influence on the audience, highlight five ways in which nonverbal communication is expressed. (10 marks)

(Total: 20 marks)

QUESTION SIX

- (a) Explain two types of formal communication. (2 marks)
 - (b) Advise a supervisor who wishes to become an effective listener and improve her interpersonal relationship skills with the team of production staff that she is leading on four steps she could take to achieve her desire. (8 marks)
 - (c) Give five examples of downward communication to employees working in a commercial bank. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Discuss five communication barriers that could happen within the communication process. (10 marks)
 - (b) With reference to communication through the internet, highlight five ways in which one could use to protect against security and privacy breaches on information. (10 marks)
- (Total: 20 marks)**
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