



CPA PART I SECTION 1

CICT PART I SECTION 1

CIFA PART I SECTION 1

CCP PART I SECTION 1

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 31 August 2021.

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) Using relevant examples, explain four internal forces which motivate people to become entrepreneurs. (4 marks)
- (b) Discuss four potential effects of business mergers. (8 marks)
- (c) Mohammed Sitifa wishes to start a business of selling camel milk in his home town where people predominantly consume milk from dairy cows.

Analyse four drawbacks that Mohammed Sitifa is likely to encounter in his new venture. (8 marks)
(Total: 20 marks)

QUESTION TWO

- (a) (i) Define the term "telecommuting". (2 marks)
- (ii) Analyse four demerits of telecommuting to an enterprise. (8 marks)
- (b) Examine five reasons why entrepreneurs need to conduct SWOT analysis for their business. (10 marks)
(Total: 20 marks)

QUESTION THREE

- (a) Explain four cost reduction benefits of e-commerce. (4 marks)
- (b) Propose four reasons why entrepreneurs need to participate in trade fairs and exhibitions. (4 marks)
- (c) Justify four reasons why a market research is useful to an entrepreneur. (4 marks)
- (d) Examine four ways in which corruption threatens the growth of entrepreneurship in a country. (8 marks)
(Total: 20 marks)

QUESTION FOUR

- (a) Explain four benefits of competition to an enterprise. (4 marks)
- (b) Propose four idea generation techniques which an entrepreneur could use to enhance creativity in an enterprise. (4 marks)
- (c) Summarise four areas that should be included in the financial section of a business plan. (4 marks)
- (d) Analyse four methods employed by entrepreneurs to manage business risks. (8 marks)
(Total: 20 marks)

SECTION II

QUESTION FIVE

- (a) Highlight four causes of barriers to lateral communication in an organisation. (4 marks)
- (b) Outline eight steps that a secretary could follow while preparing an agenda for a meeting. (8 marks)
- (c) Using relevant examples, examine four benefits of non-verbal communication in an organisation. (8 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Suggest five ways through which a speaker could enhance clarity of a speech. (5 marks)
- (b) Describe five effective approaches of starting a presentation. (5 marks)
- (c) Organisations have been migrating from paper business cards to electronic business cards.
- With reference to the above statement, argue five cases in support of the migration. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Summarise four items that should be contained in a formal report. (4 marks)
- (b) With reference to an interview panel, suggest four ways of improving an interview session to make it more effective. (4 marks)
- (c) Propose four reasons why managers should observe business communication ethics. (4 marks)
- (d) Analyse four benefits of external communication to an organisation. (8 marks)
- (Total: 20 marks)**
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