

KASNEB

ATD LEVEL I

DICT LEVEL I

DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 22 November 2016.

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) (i) Distinguish between “mobile money” and “mobile banking”. (4 marks)
- (ii) Explain four benefits of using mobile money technology to an enterprise. (4 marks)
- (b) Highlight four factors an entrepreneur could consider before investing in a public limited company. (4 marks)
- (c) Discuss four strategies that an entrepreneur could use to conduct on-line marketing. (8 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Analyse six steps of the risk management process in an organisation. (6 marks)
- (b) Discuss five reasons why it is important for an entrepreneur to carry out self assessment. (10 marks)
- (c) Outline four purposes of the business description section of a business plan. (4 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Explain four social barriers that could hinder the growth of youth entrepreneurship in a nation. (4 marks)
- (b) Describe four entry strategies an entrepreneur could use at the start-up stage of a business venture. (8 marks)
- (c) Summarise four benefits that could accrue to an organisation due to the Chief Executive being a corporate entrepreneur. (8 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Explain four roles of an entrepreneur in decision making process. (8 marks)
- (b) Suggest four techniques an entrepreneur could use to generate business ideas. (8 marks)
- (c) State four factors which could limit an entrepreneur from setting business goals. (4 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Highlight four functions of feedback communication in an organisation. (4 marks)
- (b) Discuss four benefits of using electronic data interchange in an organisation. (8 marks)
- (c) Describe four ways an organisation could make communication through posters more effective. (8 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Explain five merits of using e-mail messages by an organisation. (5 marks)
- (b) In relation to ethics in communication:
 - (i) Define the term “ethnocentrism”. (2 marks)
 - (ii) Discuss four measures a business enterprise could put in place to promote integrity in communication. (8 marks)
- (c) Highlight five merits of using closed ended questions during an interview. (5 marks)

(Total: 20 marks)

QUESTION SEVEN

- (a) Explain four uses of pre-printed forms in an organisation. (4 marks)
- (b) Analyse four measures organisations could put in place to make grapevine communication effective. (8 marks)
- (c) (i) Distinguish between “minutes of resolution” and “minutes of narration”. (4 marks)
- (ii) Highlight four reasons why minutes of meetings are important to an organisation. (4 marks)

(Total: 20 marks)

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