



kasneb

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)
 - (b) (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 21st century. (10 marks)
- (Total: 20 marks)**

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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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