



CAMS LEVEL I

PRINCIPLES OF ENTREPRENEURSHIP AND MANAGEMENT

TUESDAY: 26 November 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) With reference to the life cycle of an enterprise, list six features associated with the growth stage. (6 marks)
  - (b) State six characteristics of creative entrepreneurs. (6 marks)
  - (c) Identify eight factors which might motivate an individual to become an entrepreneur. (8 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Highlight six circumstances which may lead to choosing a sole proprietorship instead of the other forms of business enterprises. (6 marks)
  - (b) Appropriate technology is designed to suit the needs of an entrepreneur.  
With reference to the above statement:
    - (i) Summarise seven characteristics of appropriate technology. (7 marks)
    - (ii) Outline five factors to consider while selecting appropriate technology. (5 marks)
  - (c) With reference to protection of a business, explain the term “intellectual property”. (2 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) With reference to work environment, state ten ways of enhancing creativity in an organisation. (10 marks)
  - (b) Discuss five methods that an entrepreneur of a small and medium enterprise could use to manage business risks. (10 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a)
    - (i) Define the term “m-commerce”. (2 marks)
    - (ii) Outline six advantages of using m-commerce to an enterprise. (6 marks)
  - (b) Distinguish between the terms “credit limit” and “credit control”. (4 marks)
  - (c) Highlight eight barriers to creativity. (8 marks)
- (Total: 20 marks)**

**SECTION II**

**QUESTION FIVE**

- (a) Summarise ten qualities of a successful manager. (10 marks)
  - (b) With reference to teamwork:
    - (i) Explain the meaning of the term “team building”. (2 marks)
    - (ii) Describe four stages a group passes through in the process of developing an effective team. (8 marks)
- (Total: 20 marks)**

**QUESTION SIX**

- (a) Identify five routine office operations. (5 marks)
  - (b) Cite seven duties of a supervisor. (7 marks)
  - (c) Analyse four merits of centralised mailing services. (8 marks)
- (Total: 20 marks)**

**QUESTION SEVEN**

- (a) In the context of management skills, distinguish between “diagnostic skills” and “conceptual skills”. (4 marks)
  - (b) List six contributions of good corporate governance practices to an organisation. (6 marks)
  - (c) (i) In relation to filing records, explain the term “cross referencing”. (2 marks)
  - (ii) Examine four situations when cross referencing could be necessary. (8 marks)
- (Total: 20 marks)**
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