KASNEB

ATD LEVEL I
DICT LEVEL I
DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

WEDNESDAY: 18 November 2015.

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) Outline four primary characteristics of a successful entrepreneur. (4 marks)
(b) Analyse five obstacles that could inhibit growth of entrepreneurship in a nation. (10 marks)
(c) Highlight six ways of obtaining information about business competitors. (6 marks)

(Total: 20 marks)

QUESTION TWO
(a) Outline four benefits of a good marketing plan. (4 marks)
(b) Discuss four components of a feasibility analysis report. (8 marks)
(c) Suggest four techniques an entrepreneur could use to mitigate business risks. (8 marks)

(Total: 20 marks)

QUESTION THREE
(a) (i) Distinguish between “crowd sourcing” and “crowd funding”. (4 marks)
(ii) Describe four types of crowd funding. (8 marks)
(b) Summarise four benefits which could accrue to an entrepreneur from assessing the business environment. (8 marks)

(Total: 20 marks)

QUESTION FOUR
(a) State four fundamental characteristics of a good business website. (4 marks)
(b) Explain four benefits of rational decision making to an entrepreneur. (8 marks)
(c) Suggest four ways in which a business could use the penetration strategy to gain competitive advantage. (8 marks)

(Total: 20 marks)

SECTION II

QUESTION FIVE
(a) Outline five characteristics of a well structured questionnaire. (5 marks)
(b) Highlight three functions of downward communication in an organisation. (3 marks)
(c) Analyse six reasons why organisations publish business newsletters. (12 marks)

(Total: 20 marks)

AD13, TD13 & CD13 Page 1
Out of 2
QUESTION SIX
(a) Identify four features of ethical communication in an organisation. (4 marks)
(b) Explain four merits of effective listening. (8 marks)
(c) Discuss four reasons that could contribute to the failure of a meeting. (8 marks)
(Total: 20 marks)

QUESTION SEVEN
(a) Outline four benefits of using fibre optic cable to a business organisation. (4 marks)
(b) Explain four advantages of using mobile wireless technology in an organisation. (8 marks)
(c) Discuss four merits of incorporating visual aids in business reports. (8 marks)
(Total: 20 marks)