

**KASNEB
ENTREPRENEURSHIP AND COMMUNICATION**

May 2014

SECTION 1

QUESTION ONE

- a) With reference to the phases of the business growth cycle, suggest one reason under each phase that could lead an entrepreneur to borrow money from a financial institution. (5 marks)
- b) Outline seven rules of business networking (7 marks)
- c) Entrepreneurs should adopt licensing as a strategy for penetrating foreign markets. Citing four reasons, justify the above statement. (8 marks)

QUESTION TWO

- a) Analyze five drivers of innovation (10 marks)
- b) Examine five sources of franchise related revenue to a franchiser. (10 marks)

QUESTION THREE

- a) Explain the McClelland's achievement motivation theory of entrepreneurship. (10 marks)
- b) Assess five ways in which ethical issues could be streamlined in an enterprise. (10 marks)

QUESTION FOUR

- a) Explain the term "corridor principle" in the context of entrepreneurial opportunities. (2 marks)
- b) Discuss five ways in which microeconomics policies could facilitate the growth of business ventures in your country. (10 marks)
- c) Explain the four benefits of a good organization structure to an entrepreneur (8 marks)

SECTION 2

QUESTION FIVE

- a) Highlight four advantages of decision making through the consensus method. (4 marks)
- b) Outline six issues that should be addressed under the terms of reference section of a formal report. (6 marks)
- c) The Training Manager of **B** and **B** Limited has organized a workshop on performance management. The workshop will be held on Saturday, 7 June 2014 at Penaita Convention Center. As the Deputy Training Manager, you have been tasked with writing a memorandum to all members of staff informing them of the workshop, the venue and date. Using the above information and any other relevant information, write a memorandum to be circulated to all members of the staff. (10 marks)

QUESTION SIX

- a)
 - i. Explain the term "communication plan" (2 marks)
 - ii. Describe three elements of a communication plan (6 marks)
- b) Identify four causes of communication redundancies (4 marks)
- c) Outline four benefits of audience profiling (8 marks)

QUESTION SEVEN

- a) Enumerate four rules for construction of a questionnaire (4 marks)
- b) Discuss four limitations of face-to-face communication (8 marks)
- c) Explain four reasons why horizontal communication could fail to achieve desired results in an organization (8 marks)