

KASNEB

CPA PART I SECTION 1

CICT PART I SECTION 1

CIFA PART I SECTION 1

CCP PART I SECTION 1

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 24 May 2016.

Time Allowed: 3 hours.

Answer any THREE questions in SECTION I and TWO questions in SECTION II. ALL questions carry equal marks.

SECTION I

QUESTION ONE

- (a) With the use of suitable examples, distinguish between “business incubators” and “research and technology parks”. (4 marks)
- (b) Analyse three types of trademarks which are commonly used in businesses today. (6 marks)
- (c) Explain five ways in which brainstorming, as a method of generating business ideas could be made more effective. (5 marks)
- (d) Highlight five reasons why a business plan is important to an entrepreneur. (5 marks)

(Total: 20 marks)

QUESTION TWO

- (a) Suggest five ways in which an enterprise could enhance its competitive advantage. (5 marks)
- (b) Outline five advantages of managing risks to a business enterprise. (5 marks)
- (c) In the context of ethics, summarise five characteristics of each of the following approaches.
- (i) Immoral enterprise management approach. (5 marks)
- (ii) Moral enterprise management approach. (5 marks)

(Total: 20 marks)

QUESTION THREE

- (a) Explain six benefits of outsourcing to an enterprise. (6 marks)
- (b) Distinguish between “creativity” and “innovation”. (4 marks)
- (c) Describe the five steps in the pre-start up phase of a new venture. (10 marks)

(Total: 20 marks)

QUESTION FOUR

- (a) Discuss five strategies employed by entrepreneurs to penetrate global markets. (10 marks)
- (b) (i) Define the term “marketing mix”. (2 marks)
- (ii) In relation to entrepreneurship, analyse the 4P’s of marketing mix. (8 marks)

(Total: 20 marks)

SECTION II

QUESTION FIVE

- (a) Describe three types of minutes. (6 marks)
 - (b) Highlight six features of a letter of transmittal. (6 marks)
 - (c) Discuss four principles of effective communication. (8 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) (i) Define the term "ethical dilemma". (2 marks)
 - (ii) Highlight four guidelines of handling ethical dilemmas. (4 marks)
 - (b) Outline six steps to be followed while making a presentation. (6 marks)
 - (c) (i) Explain the term "bypassed instructions" in relation to barriers to communication. (2 marks)
 - (ii) Describe how one could overcome the barrier identified in (c)(i) above. (6 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) (i) Explain the term "Wi-Fi" in relation to wireless networking technology. (2 marks)
 - (ii) Discuss five benefits that could accrue to an organisation from the use of wireless networking technology. (10 marks)
 - (b) Examine four elements of non-verbal communication. (8 marks)
- (Total: 20 marks)**
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- (a) (i) Explain five reasons why a business plan is important. (10 marks)
 - (ii) Discuss five characteristics of each of the following approaches: (10 marks)
 - (a) Formal enterprise management approach. (5 marks)
 - (b) Informal enterprise management approach. (5 marks)
- (Total: 20 marks)**

- QUESTION THREE**
- (a) Explain six benefits of outsourcing to an enterprise. (6 marks)
 - (b) Distinguish between "creativity" and "innovation". (4 marks)
 - (c) Describe the five steps in the pre-start up phase of a new venture. (10 marks)
- (Total: 20 marks)**

- QUESTION FOUR**
- (a) Discuss five strategies employed by entrepreneurs to penetrate global markets. (10 marks)
 - (b) Define the term "marketing mix". (2 marks)
 - (ii) In relation to entrepreneurship, analyse the 4P's of marketing mix. (8 marks)
- (Total: 20 marks)**