## KASNEB

			UESTION FIVE	
(azłasm		CPA PART I SECTION 1		
		CICT PART I SECTION 1	i Highlight six fean	
	(8) 1941: 29 I	CIFA PART I SECTION I	Discuss four princ	
	C WA EEDAANU	CCP PART I SECTION 1	XI2 YOITEE	
(advanta)		ENTREPRENEURSHIP AND COMMUNICATION	(i) Define th	
TUES	DAY: 24	four guidelines of heading ethical dilemmas.	Time Allowed: 3 hou	rs.
Answe	r any TI	HREE questions in SECTION I and TWO questions in SECTION 1. ALL ques	tions carry equal mark	s.
		noticol manage of standard of SECTION Isociousistic basing of material		
	TION O			
(a)	With t	he use of suitable examples, distinguish between "business incubators" and "resear	rch and technology park (4 marl	
(b)	Analys	se three types of trademarks which are commonly used in businesses today.	(6 mar	ks)
(c)	Explai	n five ways in which brainstorming, as a method of generating business ideas cou	ld be made more effectiv (5 marl	
	Highli	ght five reasons why a business plan is important to an entrepreneur.	(5 marl) (Total: 20 marl)	
	TION T			
(a)		st five ways in which an enterprise could enhance its competitive advantage.	arl	
(b)		e five advantages of managing risks to a business enterprise.	(5 marl	ks)
(c)		context of ethics, summarise five characteristics of each of the following approaches,		
	(i)	Immoral enterprise management approach.	(5 mar	·ks)
	(ii)	Moral enterprise management approach.	(5 mar (Total: 20 mar	
QUES (a)	FION T Explain	HREE n six benefits of outsourcing to an enterprise.	(6 marl	ke)
(b)		guish between "creativity" and "innovation".	(4 marl	5
(c)		be the five steps in the pre-start up phase of a new venture.		
(0)	Deserr	of the rive steps in the pre-start up phase of a new venture.	(10 marl) (Total: 20 marl)	
QUES' (a)	TION FO	OUR s five strategies employed by entrepreneurs to penetrate global markets.	(10 marl	ks)
(b)	(i)	Define the term "marketing mix".	(10 marl	
	(ii)	In relation to entrepreneurship, analyse the 4P's of marketing mix.	(2 mar) (8 mar)	
	()	in terms to encorrentenship, analyse the H 's of marketing mix.	(Total: 20 marl	

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		SECTION II						
	TION FI							
(a)		be three types of minutes.	(6 n	narks)				
(b)		ht six features of a letter of transmittal, TOBE I TRAN TOIO	(6 n	narks)				
(c)	Discuss	s four principles of effective communication.	(8 n Fotal: 20 m	narks) narks)				
QUES	TION SI							
(a)	(i)	Define the term "ethical dilemma".	(2 n	narks)				
.angod	(ii) vol	Highlight four guidelines of handling ethical dilemmas.	(4 n	narks)				
(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 m	arks)				
	(ii)		(6m					
		P) so of suitable examples, distinguish between "business incubators" and "research and tee suitable examples, distinguish between "business incubators" and "research and tee	otal: 20 m	arks)				
(a)	TION SE	Explain the term "Wi-Fi" in relation to wireless networking technology.	(2 n	narks)				
	(ii)	Discuss five benefits that could accrue to an organisation from the use of wireless networ	king techno	alogy				
marks)			(10 n	narks)				
(b)	Examin	e four elements of non-verbal communication.	(8 n Fotal: 20 m	narks)				
		·····		ar no,				
marks)		O five ways in which an enterprise could enhance its competitive advantage.						
		vantages of managing risks to a business enterprise.						
		ntext of e summarise five characteristics of each of the following approaches:	In the co	(c)				
		vieral enterprise menagement approach						
(edram	(6)	REE six benefits of sussurcing to an enterprise.	HT MOTTA nitiqx3	00ES (1)				
		an batwoon "creativity" and "innovation".						
		the five steps in the pre-start up place of a new venture.	Describe	(0)				
(eáran	otal: 20 n	T)						
	01)	UR five strategies employed by entropreneurs to penetrate global markets.	TION FO	QUES (a)				
		Define the term "marketing mix".						
(ehsn	(8)	In relation to entrepreneurship, analyse the 4P's of marketing mix.						

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