

KASNEB

CPA PART I SECTION 1

CICT PART I SECTION 1

CIFA PART I SECTION 1

CCP PART I SECTION 1

ENTREPRENEURSHIP AND COMMUNICATION

MONDAY: 23 November 2015.

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) Entrepreneurs from all over the world recently converged in Kenya for the Global Entrepreneurship Summit co-hosted by both the governments of Kenya and United States of America:

In relation to the above statement, explore eight ways which a government could employ, to inspire its citizens to become entrepreneurs. (8 marks)

- (b) Justify six reasons why an entrepreneur should have a well defined business strategy before venturing into business. (12 marks)

(Total: 20 marks)

QUESTION TWO

- (a) Enumerate eight obligations of the franchisor in a franchise arrangement. (8 marks)

- (b) Analyse six ways of enhancing creativity in an organisation. (12 marks)

(Total: 20 marks)

QUESTION THREE

- (a) Explain the term "techpreneur". (2 marks)

- (b) Summarise six shortcomings of a business plan to an entrepreneur. (6 marks)

- (c) Describe the six developmental stages of a business. (12 marks)

(Total: 20 marks)

QUESTION FOUR

- (a) Describe five factors that might inhibit the development of an entrepreneurial culture in an organisation. (10 marks)

- (b) An entrepreneur may find it necessary to carry out a feasibility study in order to determine whether a business idea is worth exploiting.

In relation to the above statement, explain five steps to be followed when carrying out the feasibility study. (10 marks)

(Total: 20 marks)

SECTION II

QUESTION FIVE

- (a) In the context of communication process, explain the term "information richness". (2 marks)
- (b) Outline eight characteristics of a well written business report. (8 marks)
- (c) Describe ten fundamental parts of a business letter. (10 marks)

(Total: 20 marks)

QUESTION SIX

- (a) Distinguish between the following terms as used in communication:
- (i) "LANS" and "WANS". (2 marks)
- (ii) "Critical listening" and "casual listening". (2 marks)
- (iii) "Flowchart" and "flip chart". (2 marks)
- (iv) "Telecommunicating" and "telecommuting". (2 marks)
- (b) Describe six stages in the communication process. (12 marks)

(Total: 20 marks)

QUESTION SEVEN

- (a) (i) Define the term "groupware" in relation to sharing of information. (2 marks)
- (ii) Outline five conditions that might lead to a successful implementation of groupware in an organisation. (5 marks)
- (b) Suggest five reasons why organisations hold meetings. (5 marks)
- (c) Describe four basic channels of communication. (5 marks)

(Total: 17 marks)