KASNEB
CPA PART I SECTION I
CICT PART I SECTION I
CIFA PART I SECTION I
CCP PART I SECTION I
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)