



ATD LEVEL I

DICT LEVEL I

DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 22 May 2018.

Time Allowed: 3 hours.

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

SECTION I

QUESTION ONE

- (a) (i) With reference to generation of business ideas, define the term “creativity”. (2 marks)
- (ii) Discuss four approaches which an entrepreneur could use to promote creativity in an enterprise. (8 marks)
- (b) Highlight five ways in which electronic money transfers could contribute to the growth of global entrepreneurship. (5 marks)
- (c) Enumerate five causes of poor time management in an organisation. (5 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) In relation to business risks:
- (i) Distinguish between “risk avoidance” and “risk reduction”. (4 marks)
- (ii) Explain four measures that an entrepreneur could put in place to mitigate against financial risks in a new venture. (8 marks)
- (b) Discuss four ways in which business location could influence the growth of an enterprise. (8 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Highlight four factors that an entrepreneur could put into consideration before taking a bank loan for a new venture. (4 marks)
- (b) (i) Explain the term “international entrepreneurship”. (2 marks)
- (ii) Citing four reasons, justify why an entrepreneur needs to carry out a feasibility study before venturing into a foreign market. (8 marks)
- (c) Discuss three benefits that could accrue to an enterprise from evaluation of business ideas. (6 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) (i) With reference to direct marketing, define the term “telemarketing”. (2 marks)
- (ii) Summarise five limitations of using telemarketing. (5 marks)

- (b) Explain five non-monetary techniques of motivating employees in an organisation. (5 marks)
 - (c) Discuss four reasons why business organisations need to innovate regularly. (8 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Summarise five purposes of using headings in business documents. (5 marks)
 - (b) Outline five limitations of written communication. (5 marks)
 - (c) You have been invited to make a presentation during an investment conference.
Highlight five guidelines that you could follow to ensure an effective presentation. (5 marks)
 - (d) Assess five causes of semantic barriers in business communication. (5 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Suggest five ways in which ordinary members could enhance the effectiveness of a meeting. (5 marks)
 - (b) Highlight five features of non-verbal communication. (5 marks)
 - (c) Explain five benefits of installing computer networks in an organisation. (5 marks)
 - (d) Outline five purposes of preparing an agenda for a meeting. (5 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Highlight four challenges associated with corporate blogs. (4 marks)
 - (b) Evaluate four gains that could accrue to an organisation from using electronic postal services. (8 marks)
 - (c) Discuss four reasons why organisations need to enforce business ethics. (8 marks)
- (Total: 20 marks)**
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