ENTREPRENEURSHIP AND COMMUNICATION


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 reference to penetration of foreign markets, state three demerits of the use of licensing strategy. (3 marks)

(b) In relation to e-commerce, explain the following terms:

(i) Payment gateway. (2 marks)

(ii) E-solution providers. (2 marks)

(iii) Content providers. (2 marks)

(c) Explain six ways in which an entrepreneur could benefit from e-commerce. (6 marks)

(d) Describe five challenges that could be faced by an entrepreneur during the initial stage of venturing into an international market. (5 marks)

(Total: 20 marks)

QUESTION TWO
(a) Outline six ways in which an entrepreneur could benefit from a patent. (6 marks)

(b) (i) Explain the term “conglomerate diversification”. (2 marks)

(ii) Highlight six reasons that could lead to conglomerate diversification. (6 marks)

(c) Highlight six essentials of an ideal business plan. (6 marks)

(Total: 20 marks)

QUESTION THREE
(a) Analyse five benefits of business networking. (10 marks)

(b) State six demerits of forming a joint venture. (6 marks)

(c) Identify four skills that an entrepreneur should possess in order to manage a business effectively. (4 marks)

(Total: 20 marks)

QUESTION FOUR
(a) Discuss five factors which influence business risks in an enterprise. (10 marks)

(b) Enumerate ten reasons why many business start-ups fail before the end of their first year of operation. (10 marks)

(Total: 20 marks)
SECTION II

QUESTION FIVE
(a) Outline the format of a formal proposal. (10 marks)
(b) Discuss five limitations of the use of internet as a source of information. (10 marks)
(Total: 20 marks)

QUESTION SIX
(a) Analyse five guidelines to effective listening. (10 marks)
(b) Summarise ten ethical best practices in business communication. (10 marks)
(Total: 20 marks)

QUESTION SEVEN
(a) List six steps in consensus building. (6 marks)
(b) Explain four requirements of a valid meeting. (4 marks)
(c) Examine seven measures that might be instituted in an organisation in order to achieve effective inter-cultural communication. (7 marks)
(d) State three circumstances which may demand the use of audio-visual communication. (3 marks)
(Total: 20 marks)
KASNEB

CPA PART I SECTION I
CICT PART I SECTION I
CIFA PART I SECTION I
CCP PART I SECTION I

ENTREPRENEURSHIP AND COMMUNICATION


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

SECTION I

QUESTION ONE
(a) Highlight seven limitations of a franchise arrangement to a franchisee. (7 marks)
(b) Describe the “organisation and management” component of a business plan. (5 marks)
(c) Discuss four qualities of a good business opportunity. (8 marks)
(Total: 20 marks)

QUESTION TWO
(a) Citing five reasons, justify why business enterprises strive to adopt innovations. (10 marks)
(b) Summarise four economic factors that could impede the growth of entrepreneurship in developing countries. (4 marks)
(c) Outline six characteristics of intrapreneurship. (6 marks)
(Total: 20 marks)

QUESTION THREE
(a) Describe six factors which investors consider before buying shares of a company. (6 marks)
(b) With reference to new idea generation, development and communication, describe the creative process. (10 marks)
(c) Highlight four pitfalls likely to be experienced by an entrepreneur while pursuing global patents. (4 marks)
(Total: 20 marks)

QUESTION FOUR
(a) Briefly describe the following entrepreneurial schools of thought:
(i) Environmental school of thought. (2 marks)
(ii) Capital school of thought. (2 marks)
(iii) Displacement school of thought. (2 marks)
(b) Discuss four finance related elements of a feasibility analysis report that are of interest to venture capitalists. (8 marks)
(c) Outline six strategies which an enterprise could make use of to achieve success in e-commerce. (6 marks)
(Total: 20 marks)

SECTION II

QUESTION FIVE
(a) Summarise four objectives of carrying out an audience analysis while making a presentation. (4 marks)
(b) With reference to group communication, distinguish between “seminar” and “workshop”. (4 marks)
(c) With reference to non verbal communication, analyse four spatial zones. (8 marks)
(d) Describe four guidelines to be observed when communicating negative news to employees. (4 marks) (Total: 20 marks)

QUESTION SIX
(a) Outline four benefits of video conferencing to an organisation. (4 marks)
(b) Summarise four guidelines for writing an effective news release. (4 marks)
(c) With reference to deciding ethical dilemmas, distinguish between "utilitarian approach" and "individual approach". (4 marks)
(d) Assess four differences between a "report" and a "proposal". (8 marks) (Total: 20 marks)

QUESTION SEVEN
(a) In the context of communication, describe five sources of ethics. (10 marks)
(b) Identify six measures that a speaker should take to ensure clarity. (6 marks)
(c) Explain four purposes of an agenda for a meeting. (4 marks) (Total: 20 marks)
KASNEB
CPA PART I SECTION I
ICT PART I SECTION I
CIFA PART I SECTION I
CCP PART I SECTION I

ENTREPRENEURSHIP AND COMMUNICATION


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) Outline five benefits of including a statement of cash flows in an entrepreneur’s business plan. (5 marks)
(b) Highlight seven factors which could be considered by a business while assessing the suitability of a potential market. (7 marks)
(c) Business mergers involve the uniting of two or more entities to form a new entity. Citing an example in each case, describe four types of business mergers. (8 marks) (Total: 20 marks)

QUESTION TWO
(a) Summarise six limitations of focus group discussions in the context of development of business ideas. (6 marks)
(b) Analyse two requirements necessary for effective decision making. (4 marks)
(c) Describe five principles of effective time management. (10 marks) (Total: 20 marks)

QUESTION THREE
(a) Explain four characteristics of innovators. (4 marks)
(b) Describe six environmental conditions that are suitable for the thriving of technological innovations. (6 marks)
(c) Analyse five limitations of going public with specific reference to public companies. (10 marks) (Total: 20 marks)

QUESTION FOUR
(a) Assess five categories of e-commerce practised in the business world today. (10 marks)
(b) Discuss three types of business networks available to an entrepreneur. (6 marks)
(c) Enumerate four benefits that a business could derive from using telemarketing as a direct marketing tool. (4 marks) (Total: 20 marks)

SECTION II

QUESTION FIVE
(a) State five differences between “oral” and “written” communication. (10 marks)
(b) Planning is required before writing a business report. In relation to the above statement, summarise five steps involved in the planning for a business research report. (10 marks) (Total: 20 marks)

CA13, CT13, CF13 & CP13 Page 1
Out of 2
QUESTION SIX
(a) Enumerate five characteristics of ethical communication. (5 marks)
(b) Highlight five features found in modern franking machines. (5 marks)
(c) Analyse five types of audiences in the context of business communication. (10 marks)
(Total: 20 marks)

QUESTION SEVEN
(a) “Groupthink” occurs when a homogeneous highly cohesive group is so concerned with maintaining unanimity that they fail to evaluate all the alternatives and options.

   In relation to the above statement, highlight six measures that could be taken to minimise groupthink during a meeting. (6 marks)

(b) State six qualities of an effective interviewer. (6 marks)

(c) Analyse four key vocal features that convey meaning while making a presentation. (8 marks)
(Total: 20 marks)
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. (6 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)

CA13, CT13, CF13 & CP13 Page 2
Out of 2
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.

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

(8 marks)

(12 marks)

(Total: 20 marks)

QUESTION TWO
(a) Enumerate eight obligations of the franchisor in a franchise arrangement.

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

(8 marks)

(12 marks)

(Total: 20 marks)

QUESTION THREE
(a) Explain the term “techpreneur”.

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

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

(2 marks)

(6 marks)

(12 marks)

(Total: 20 marks)

QUESTION FOUR
(a) Describe five factors that might inhibit the development of an entrepreneurial culture in an organisation.

(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)

(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. (2 marks)
(Total: 12 marks)
KASNEB
CPA PART I SECTION I
CICT PART I SECTION I
CIFA PART I SECTION I
CCP PART I SECTION I
ENTREPRENEURSHIP AND COMMUNICATION
PILOT PAPER

September 2015.

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

SECTION I

QUESTION ONE
(a) Differentiate an entrepreneur from a business person. (4 marks)

(b) From definitions, entrepreneurs are value creators. Discuss the value creation process of entrepreneurship. (8 marks)

(c) Explain the role of entrepreneurship in achievement of Kenya’s vision 2030. (8 marks) (Total: 20 marks)

QUESTION TWO
(a) Define the term “risk management” from entrepreneurs’ point of view. (2 marks)

(b) Discuss the four forms that entrepreneurship innovation can take. (8 marks)

(c) Illustrate how Maslow’s hierarchy of needs theory act to motivate an individual into entrepreneurship. (10 marks) (Total: 20 marks)

QUESTION THREE
(a) Illustrate the steps followed in carrying out a feasibility study. (5 marks)

(b) Wangeci has just discovered how to grow a “Mega Rose Flower” from grafting three totally unrelated plants. Discuss the process of ensuring her new discovery remains unpirated, stating the institutions in your country she has to work with. (10 marks)

(c) Why do micro and small enterprises find it necessary to go global? (5 marks) (Total: 20 marks)

QUESTION FOUR
(a) Discuss importance of any three chapters of a business plan to a named third party. (6 marks)

(b) Omar from northern part of your country started a business with 10 camels. One day he bought 100 camels. 3 died while 7 got triplets. After selling, he was left with 13 camels as closing stock. Each camel cost him Sh.30,000 and he sold each at a margin of 33 1/3% on the selling price.

If he paid his assistant a daily allowance of Sh.2,000, calculate his gross profit and net profit for the day assuming that he did not sell the triplets. (8 marks)

(c) Explain the purpose of a Wi-Fi connection to Omar’s business. (6 marks) (Total: 20 marks)
SECTION II

QUESTION FIVE
(a) Explain the components of a business letter. (7 marks)
(b) Critique teleconferencing as a mode of business communication. (8 marks)
(c) Illustrate how ethics and integrity affect business communication. (5 marks)

(Total: 20 marks)

QUESTION SIX
(a) Discuss the role of the chairman in a company's annual general meeting. (6 marks)
(b) In relation to international trade, explain the meaning and relevance of the acronym “CIF”. (4 marks)
(c) Okili Abuor is determined to sell her carvings in Japan. However, the only two languages she knows are English and Dholuo which are foreign to most of her prospective clientele.

Explain how Okili Abuor can overcome the challenge. (10 marks)

(Total: 20 marks)

QUESTION SEVEN
(a) Explain how fibre optic cable is impacting on entrepreneurship in your country. (8 marks)
(b) Despite the effort in initiating corporate social responsibility programs, your organisation has been constantly accused of not observing human rights amongst its neighbours. Consequently, your chief executive officer has tasked you with the responsibility of coming up with a press release to correct the situation.

(i) Explain the prior preparations needed before the press release. (6 marks)
(ii) Prepare a one page write up for the presentation. (6 marks)

(Total: 20 marks)
May 2014

SECTION 1

QUESTION ONE

a) With reference to the phases of the business growth cycle, suggest one reason under each phase that could lead an entrepreneur to borrow money from a financial institution. (5 marks)

b) Outline seven rules of business networking (7 marks)

c) Entrepreneurs should adopt licensing as a strategy for penetrating foreign markets. Citing four reasons, justify the above statement. (8 marks)

QUESTION TWO

a) Analyze five drivers of innovation (10 marks)

b) Examine five sources of franchise related revenue to a franchiser. (10 marks)

QUESTION THREE

a) Explain the McClelland's achievement motivation theory of entrepreneurship. (10 marks)

b) Assess five ways in which ethical issues could be streamlined in an enterprise. (10 marks)

QUESTION FOUR

a) Explain the term "corridor principle" in the context of entrepreneurial opportunities. (2 marks)

b) Discuss five ways in which microeconomics policies could facilitate the growth of business ventures in your country. (10 marks)

c) Explain the four benefits of a good organization structure to an entrepreneur (8 marks)

QUESTION FIVE

a) Highlight four advantages of decision making through the consensus method. (4 marks)

b) Outline six issues that should be addressed under the terms of reference section of a formal report. (6 marks)

c) The Training Manager of B and B Limited has organized a workshop on performance management. The workshop will be held on Saturday, 7 June 2014 at Penaita Convention Center.

As the Deputy Training Manager, you have been tasked with writing a memorandum to all members of staff informing them of the workshop, the venue and date.

Using the above information and any other relevant information, write a memorandum to be circulated to all members of the staff. (10 marks)

QUESTION SIX

a) i. Explain the term "communication plan" (2 marks)

ii. Describe three elements of a communication plan (6 marks)

b) Identify four causes of communication redundancies (4 marks)

c) Outline four benefits of audience profiling (8 marks)

QUESTION SEVEN

a) Enumerate four rules for construction of a questionnaire (4 marks)

b) Discuss four limitations of face-to-face communication (8 marks)

c) Explain four reasons why horizontal communication could fail to achieve desired results in an organization (8 marks)
Wananchi Bicycles Limited specializes and building customized bicycles to meet the specific needs of mountain bike racing professionals.

The company has earned a reputation of designing the best mountain bikes in the world because of its founder and master designer, Hassan Wa Baiskeli, a great entrepreneur.

Since the company started in the year 2002, 70% of all the greatest mountain bike races in the world have been won by cyclists using bicycles designed by Wananchi Bicycles Limited. Wananchi Bicycles Limited intensified its marketing activities from 2007. The marketing budget has since grown four fold.

To generate business ideas, the company has cultivated a culture of involving all the employees through focus group discussions. As more and more people gain interest in competitive cycling, the demand for custom built bicycles is expected to increase significantly going by the performance of Wananchi Bicycles Limited. During the year 2012 London Olympics games, mountain bikes racing was one of the competitive sports. The sales for the custom built bicycles are expected to increase exponentially next year.

To meet the expected demand for custom built racing bicycles that can handle mountain riding as well as road racing, Wananchi Bicycles Limited is seeking for additional financing to enable the company add new workstations and hire additional designers. If this investment is made, marketing projections and written commitments from several mountain bikes racing teams will result in increase in sales by 150% next year. This increase translates into sales revenue of sh. 200,000,000. To achieve the target sales, the company plans to undertake extensive marketing activities.

Required:

a) Using the above information and introducing any other relevant information, formulate a detailed marketing plan component for Wananchi Bicycles Limited business plan (16 marks)

b) Outline four limitations of focus discussions (4 marks)

(Total: 20 marks)

QUESTION TWO

a) Highlight five non financial incentives that entrepreneurs could use to motivate employees in an enterprise (5 marks)

b) Enumerate five benefits of using electronics data interchange in an enterprise (5 marks)

c) Discuss five roles of entrepreneurship in economic development. (10 marks)

(Total: 20 marks)
QUESTION THREE

a) Outline four reasons why government levies customs duty

b) Explain six features of a good financial plan

c) It is often said that 50% of privately owned businesses fail in the first year and 95% within the first five years. Using an appropriate diagram, describe "business life cycle"

(Total: 20 marks)

QUESTION FOUR

a) Summarize four sources of internal capital

b) Pollution is a major environmental concern today. Suggest six measures that a manufacturing entity could put in place to minimize pollution

c) Discuss five factors that an entrepreneur should put into consideration before deciding on the form of business ownership.

(Total: 20 marks)

SECTION 2

QUESTION FIVE

a) Explain the following terms:
   i. Multimedia communication
   ii. VOIP
   iii. EFT

b) Highlight six methods of upward communication in an enterprise

c) Summarise eight benefits that could accrue to an entrepreneur from a well designed customer oriented website

(Total: 20 marks)

QUESTION SIX

a) In relation to communication ethics, distinguish between "ethical dilemma" and "ethical lapses"

b) Identify six factors that an entrepreneur should consider to make audio visual communication effective

c) Using an appropriate diagram, describe Berlo's SMCR model of communication

(Total: 20 marks)

QUESTION SEVEN

a) In relation to communication barriers, explain the following terms:
   i. Abstracting
   ii. Slanting
   iii. Built in resistance
   iv. Environmental stress

(Total: 20 marks)
v. Distorting

b) Examine five guidelines for conducting an effective online research (5 marks)
c) Summarise five categories of non verbal communication (5 marks)