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. (8 marks)
(Total: 20 marks)