



ATD LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

THURSDAY: 25 April 2024. Afternoon Paper.

Time Allowed: 2 hours.

This paper is made up of fifty (50) Multiple Choice Questions. Answer ALL questions by indicating the letter (A, B, C or D) that represents the correct answer. Each question is allocated two (2) marks. Do NOT write anything on this paper.

1. Which of the following challenges facing entrepreneurs is associated with unfavourable legal environment?
 - A. Inadequate managerial training
 - B. Multiple licences requirement
 - C. Failure to conduct research
 - D. Increased unemployment rate(2 marks)
2. Identify a strategy that an entrepreneur could use to address increased competition.
 - A. Explore alternative financing
 - B. Increase prices of products
 - C. Continuously innovate
 - D. Reduce rate of production(2 marks)
3. Identify a benefit that could accrue to an entrepreneur from maintaining a strong relationship with suppliers.
 - A. Enhance efficient and timely delivery of inputs
 - B. Reduce level of competition in the market
 - C. Help in availing goods close to customers
 - D. Help in understanding of customer needs(2 marks)
4. Which of the following statements describe Fabian entrepreneurs?
 - A. Resistant to change and use conventional production methods
 - B. Visionary and seek new opportunities to develop new ideas
 - C. Adopt a cautious and incremental approach to entrepreneurship
 - D. Replicate successful business models in different markets(2 marks)
5. Identify a reason why it is important for an entrepreneur to evaluate a business opportunity in order to make an investment decision.
 - A. Determine entrepreneur's goals
 - B. Extend the window of opportunity
 - C. Create a market for business products
 - D. Determine risks and rewards expected(2 marks)
6. Identify a way in which customer complaints could be useful to an entrepreneur.
 - A. Ensures that only loyal customers are served
 - B. Helps in identifying difficult customers
 - C. Could serve as a source of business ideas
 - D. Provides motivation to attract new customers(2 marks)
7. Which of the following is the key role of business incubation?
 - A. Regulating operations of small and medium enterprises
 - B. Ensuring efficient distribution of goods and services
 - C. Promoting the survival of existing successful companies
 - D. Assist in establishing and accelerating the growth of businesses(2 marks)

8. Select a characteristic that is common to both sole proprietorship and partnership form of business ownerships.
- A. Easy to expand business
 - B. Fast decision-making
 - C. Few legal formalities
 - D. Limited control by owners
- (2 marks)
9. Which of the following is a benefit that could accrue to an entrepreneur from investing in a public company?
- A. Ability to use personal talents in business
 - B. Liability is limited to the capital contributed
 - C. Acquires limited rights to transfer shares
 - D. There is control over business secrets
- (2 marks)
10. Which of the following is a characteristic of ordinary shares as a source of equity finance?
- A. Fixed rate of dividends
 - B. Carry variable returns
 - C. Has no voting rights
 - D. Is a short-term finance
- (2 marks)
11. Identify a factor that could lead to new product failure.
- A. Undertaking product differentiation
 - B. Presence of complimentary goods
 - C. Delivery of promotional benefits
 - D. Presence of substitute goods
- (2 marks)
12. Which of the following is a benefit of using an angel investor to fund a start-up?
- A. Leads to equity dilution
 - B. No loss of business control
 - C. Connection to similar investors in the industry
 - D. Provides large debt capital
- (2 marks)
13. Kopa Limited uses a three-dimensional sign to identify its products to consumers. What term is used to refer to such a sign?
- A. Business name
 - B. Brand name
 - C. Copyright
 - D. Trademark
- (2 marks)
14. Which of the following is a requirement of a good market segment?
- A. Original
 - B. Accessible
 - C. Memorable
 - D. Engaging
- (2 marks)
15. Identify a mistake that an entrepreneur should avoid while writing a business plan.
- A. Making it too concise and brief
 - B. Making it flexible and adjustable
 - C. Making unrealistic predictions
 - D. Focusing on a specific market
- (2 marks)
16. A car manufacturer advertises its cars as the safest option for a family. What term refers to the marketing strategy used in the statement above?
- A. Demographic marketing
 - B. Market penetration
 - C. Group marketing
 - D. Market positioning
- (2 marks)
17. Which of the following principles of communication matches with its correct meaning?
- A. Concise – the message is objective
 - B. Correct – the message is accurate
 - C. Courteous – message is relevant
 - D. Complete – use of too many words
- (2 marks)

18. Identify the statement that explains the term “decoding” as an element of communication.
- A. Converting thoughts into verbal or non-verbal symbols
 - B. Conscious or unconscious reaction to a message received
 - C. Process of making sense out of the message received
 - D. Receiving a message sent through a proper channel
- (2 marks)
19. Which of the following could be a source of semantic barriers in communication?
- A. Sending too much information
 - B. Long communication lines
 - C. Fear or mistrust of the sender
 - D. Different meaning of words
- (2 marks)
20. Why are written channels preferred in official communication?
- A. Reduces chances of distortion
 - B. It is less expensive and fast
 - C. Prevents leakage of information
 - D. It is appropriate for persuasion
- (2 marks)
21. Select a factor that distinguishes formal communication from informal communication.
- A. Formal communication is fast
 - B. Occurs within an organisation
 - C. Information is reliable and factual
 - D. It is generally verbal in nature
- (2 marks)
22. Identify a measure that management could institute to control grapevine in an organisation.
- A. Maintaining open lines of communication
 - B. Eliminate informal communication channels
 - C. Withhold crucial information from employees
 - D. Ensure grapevine is only used during crisis
- (2 marks)
23. Which of the following is a non-verbal indicator of active listening?
- A. Fidgeting
 - B. Eye-contact
 - C. Remembering
 - D. Questioning
- (2 marks)
24. Identify a reason for the increased popularity of emails in business communication.
- A. Provides a personal touch
 - B. Suitable for long messages
 - C. Causes information overload
 - D. Accessible anywhere anytime
- (2 marks)
25. Which of the following is a reason why an interviewer should build rapport with interviewees at the beginning of an interview?
- A. To assess their character and skills
 - B. Help them in overcoming nervousness
 - C. To hold small talk in familiar topics
 - D. Help build a lasting relationship
- (2 marks)
26. Select a role played by a chairperson before the meeting.
- A. Ensure copies of the agenda are prepared
 - B. Circulate the agenda to all members
 - C. Ensure the notice of the meeting is given
 - D. Consult on the business to be discussed beforehand
- (2 marks)
27. Which of the following is an objective of having members take turns to speak in a meeting?
- A. Encourage participation of all members
 - B. Ensure all the notice items are discussed
 - C. Enable the secretary to control the meeting
 - D. Ensure the minutes of a meeting are detailed
- (2 marks)

28. Which of the following is a reason for using non-verbal cues during an interview?
A. Demonstrate competence to interviewer
B. Complement oral communication
C. Avoid contradicting the interviewer
D. Enhance retention of information (2 marks)
29. Which factor could affect the effectiveness of vertical communication in an organisation?
A. Use of multiple non-verbal signals
B. Long lines of communication
C. Use of written channels to send messages
D. Keeping records of oral communication (2 marks)
30. Which of the following represents functions of the receiver in the communication process?
A. Message conception, decoding, transmitting and feedback
B. Message encoding, translation, decoding and reacting
C. Message transmission, initiating, translation and feedback
D. Message reception, decoding, understanding and responding (2 marks)
31. Select the type of letter that is sent to a client in response to a complaint.
A. Correction letter
B. Letter of confirmation
C. Adjustment letter
D. Circular letter (2 marks)
32. Which of the following is a factor that a speaker could consider while undertaking audience analysis?
A. Their persuasive skills
B. Parts of the speech
C. Number of topics required
D. Demographic characteristics (2 marks)
33. Choose a restriction that could be imposed by the franchisor in a franchising arrangement.
A. Operating standards
B. Amount of profit
C. Number of permits
D. Taxation level (2 marks)
34. Identify a purpose of market targeting from the following.
A. Deciding which market segment to serve
B. Breaking down the market into subgroups
C. Determining brand positioning in the market
D. Enable business to serve the whole market (2 marks)
35. Which of the following is a challenge experienced by innovative entrepreneurs?
A. Lack of new ideas
B. Lack of resources
C. Lack of employment
D. Long business lifecycle
36. Which of the following characteristics enables entrepreneurs to identify business opportunities?
A. Ability to influence others
B. Honesty and integrity
C. Avoidance of business challenges
D. Business networking ability (2 marks)
37. Which of the following explains a favourable set of circumstances that creates a need for a new product or business?
A. Business expansion
B. Market penetration
C. Entrepreneurial opportunity
D. Market research (2 marks)

38. Identify an element of a good business opportunity.
A. Market competition
B. Market potential
C. Capital requirement
D. Minimal demand (2 marks)
39. Which of the following could be a criteria for admission to a business incubator?
A. Strong brand name
B. Workable business plan
C. Strong management team
D. Number of existing businesses (2 marks)
40. Which of the following is a purpose of internal communication?
A. Convincing publicity material
B. Improves decision-making
C. Enhances corporate image
D. Sound business relationships (2 marks)
41. Which of the following is a merit of oral communication?
A. Has Legal validity
B. Easy to fix responsibility
C. Suitable for persuasion
D. Suitable for lengthy messages (2 marks)
42. Which of the following is a step in writing business documents?
A. Drafting
B. Reading
C. Analysing
D. Decoding (2 marks)
43. Identify the statement that describes an agenda of a meeting.
A. Record of meeting resolutions
B. Notice containing date and venue
C. List of items to be discussed
D. Important actions to be taken (2 marks)
44. Select the statement that describes corporate entrepreneurship.
A. Changing an organisation set up
B. Changing the organisation structure
C. External marketing in unique ways
D. Entrepreneurship within an organisation (2 marks)
45. Identify a proven method of controlling nervousness when making a presentation.
A. Focus on the audience
B. Not knowing the audience
C. Practice the presentation
D. Lack of detailed preparation (2 marks)
46. Which of the following could make it important for an entrepreneur to identify new business opportunities?
A. Ensure fair competition
B. Reduce business lifecycle
C. Respond to market trends
D. Enhance customer expectations (2 marks)
47. Identify a key role of effective external communication in an organisation.
A. Building and enhancing team work
B. Ensure sound business relationships
C. Improving organisational culture
D. Maintaining talented workforce (2 marks)

48. Which of the following is a reward of becoming an entrepreneur?
A. High degree of dependence
B. Opportunity to use skill and talent
C. Certainty of making high profits
D. High business fees and taxes (2 marks)
49. Which of the following is a benefit of using smart phones in marketing?
A. Not possible to ignore promotional messages
B. Can be used to target all demographic groups
C. Allows location-based target marketing
D. Easy to correct mistakes in an advertisement (2 marks)
50. Which of the following is a demerit of mergers as a strategy for business expansion?
A. May lead to job losses
B. Create economies of scale
C. Decrease in market share
D. Duplication of products (2 marks)
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ATD LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

THURSDAY: 7 December 2023. Afternoon Paper.

Time Allowed: 2 hours.

This paper is made up of fifty (50) Multiple Choice Questions. Answer ALL questions by indicating the letter (A, B, C or D) that represents the correct answer. Each question is allocated two (2) marks. Do NOT write anything on this paper.

1. Which of the following factors distinguishes a “small business owner” from “an entrepreneur”?
 - A. Small business owners are keen on innovation
 - B. Small business owners undertake high risks
 - C. Small business owners have a long-term vision
 - D. Small business owners do not seek new opportunities(2 marks)

2. Which of the following elements makes up an entrepreneur’s micro-environment?
 - A. Government
 - B. Suppliers
 - C. Technology
 - D. Economy(2 marks)

3. Select the statement that describes the term “business opportunity”.
 - A. A concept in the mind that can provide value for customers
 - B. An entity involved in the production of goods and services
 - C. An idea which provides a possibility of a return on investment
 - D. The process of creating a business for leisure(2 marks)

4. Which of the following represent external sources of business ideas?
 - A. Government, employees, and exhibitions
 - B. Media, suppliers, research and development
 - C. Customers, competitors and distribution channels
 - D. Exhibitions, hobbies and current trends(2 marks)

5. What term refers to buyers with common characteristics that a business decides to serve?
 - A. Target market
 - B. Niche market
 - C. Loyal customers
 - D. Satisfied customers(2 marks)

6. Which of the following could be exploited by an entrepreneur as a business opportunity?
 - A. Established competitors
 - B. Availability of substitutes
 - C. Solution to a problem
 - D. Competent employees(2 marks)

7. Identify a reason that could lead to the failure of a new venture.
 - A. Poor timing
 - B. Controlled growth
 - C. Delegation of duties
 - D. Low competition(2 marks)

8. Which of the following is a disadvantage of a sole proprietorship form of business?
A. Limited liability
B. Ease of formation
C. Lack of continuity
D. Business inflexibility (2 marks)
9. What term refers to a situation where two companies join together by mutual agreement to form a new entity?
A. Partnership
B. Merger
C. Acquisition
D. Joint venture (2marks)
10. The following are benefits of engaging in a franchising arrangement.
(i) Royalty payments
(ii) Training and guidance
(iii) More control over brand
(iv) Easy to enter foreign markets
(v) Business growth
(vi) Proven track record
- Which of the set below represents benefits that could accrue to a franchisor?
A. (ii), (v), (vi)
B. (ii), (iii), (iv)
C. (i), (iv), (v)
D. (ii), (iv), (vi) (2 marks)
11. Which of the following is a benefit of debt financing to an entrepreneur?
A. No limit of amount to be acquired
B. No conditions and restrictions
C. No relinquishment of ownership
D. It is a permanent source of finance (2 marks)
12. Identify a benefit of preparing a business plan.
A. Helps in reducing competition
B. Helps deal with uncertainties
C. Increases the demand of a product
D. Helps in keeping financial records (2 marks)
13. What term describes the process of managing profitable customer relationships?
A. Customer satisfaction
B. Customer value
C. Market analysis
D. Marketing (2 marks)
14. How could a receiver overcome barriers to oral communication?
A. Use complex language
B. Act on feedback
C. Seek clarification
D. Information overload (2 marks)
15. Why should a speaker carry out audience analysis before delivering a presentation?
A. Determine size of visual aids
B. Determine the occasion
C. To select an appropriate topic
D. Ensure adequate rehearsal (2 mark)
16. Identify one effective way of concluding a presentation.
A. State objectives
B. Cite the source
C. State facts and statistics
D. Call for action (2 marks)

17. What could the display of appropriate posture communicate during an interview?
A. Confidence
B. Knowledge
C. Good health
D. Status (2 marks)
18. Which of the following is a purpose of holding a staff meeting?
A. Determine attendance
B. Write minutes
C. Prepare agenda
D. Give updates (2 marks)
19. Identify a common role played by both the chairperson and secretary of a meeting.
A. Sign minutes
B. Prepare notice
C. Control meeting
D. Open meeting (2 marks)
20. Select the function of an entrepreneur.
A. Political opinion leader
B. Person who bears risk
C. A social mobiliser
D. A business analyst (2 marks)
21. Choose the statement describing a partnership deed.
A. A document of capital appropriation
B. Document showing internal rules of a business
C. Document that allows transfer of shares
D. Document of transfer of assets to partners (2 marks)
22. Identify a rule observed when writing a complaint letter to an organisation.
A. Assuming the organisation is to blame
B. Suggesting how the mistake occurred
C. Using a forceful and unkind language
D. Confining to the facts of the matter at hand (2 marks)
23. Choose a limitation of upward communication.
A. Delays in passing information to top management
B. Minimises understanding among departments
C. It boosts the morale and productivity of employees
D. Ensures better understanding and efficiency (2 marks)
24. Identify the problem a sender encounters when the receiver fails to give feedback.
A. It confirms that the idea has been understood
B. It provides a basis for subsequent action
C. Limitation in taking appropriate action
D. Resolves uncertainties and gives confidence (2 marks)
25. Choose an advantage of face-to-face communication.
A. There is no evidence of communication
B. Difficult when parties are far apart
C. It can be easily misunderstood
D. It enhances communication flexibility (2 marks)
26. Choose an effective method of minimising aspects of communication barriers.
A. Use of technical language
B. Using body language inappropriately
C. Attentive and careful listening
D. Complex organisation structure (2 marks)

27. Select a feature of “concreteness” in communication.
- A. Messages are misinterpreted easily
 - B. Makes use of unclear words
 - C. Makes use of ambiguous terms
 - D. Message with facts and figures
- (2 marks)
28. Choose a benefit of using notices in an organisation.
- A. To reveal the sender
 - B. To encourage informal communication
 - C. To ensure effective performance
 - D. To update employees on events
- (2 marks)
29. Which of the following is an objective of job selection interview?
- A. To establish suitability of candidate for the organisation
 - B. To establish suitability of individual to study
 - C. To establish whether the candidate can progress
 - D. To find out whether the job is vacant in an organisation
- (2 marks)
30. Which of the following is a purpose of using audio-visual aids during a presentation?
- A. To lower the impact of a presentation
 - B. To support and enhance oral presentation
 - C. To allow an extended presentation
 - D. To provide the audience with presentations
- (2 marks)
31. Identify the advantage of using teleconferencing as a way of holding a meeting.
- A. It focuses on a small number of staff
 - B. It is an economical and flexible way
 - C. It is a way of keeping low technology
 - D. It allows face-to-face meetings
- (2 marks)
32. Who is responsible for preparing the minutes of a meeting?
- A. The secretary
 - B. The chairman
 - C. The master of ceremony
 - D. The director
- (2 marks)
33. Which of the following is a method of applying effective listening?
- A. Distraction by emotional noise
 - B. Being empathetic to the speaker
 - C. Focus on personal agenda
 - D. Having information overload
- (2 marks)
34. Identify a factor that could push individuals to become entrepreneurs.
- A. Threat of unemployment
 - B. Lack of human resources
 - C. Unstable political climate
 - D. High interest rates
- (2 marks)
35. Which of the following explains favourable set of circumstances that create a need for a new product or business?
- A. Business expansion
 - B. Market penetration
 - C. Entrepreneurial opportunity
 - D. Market research
- (2 marks)
36. Which of the following could be a criteria for admission to a business incubator?
- A. Strong brand name
 - B. Workable business plan
 - C. Strong management team
 - D. Number of existing businesses
- (2 marks)

37. Which of the following statement describes the term “patent”?
- A. Combination of a name and symbol to identify a brand
 - B. Proprietary information used to gain competitive advantage
 - C. Agreement to use the intellectual property of another for a fee
 - D. Grant of property rights by the government to an inventor
- (2 marks)
38. Which component contains materials required to support a business plan?
- A. Reference
 - B. Appendix
 - C. Executive summary
 - D. Table of content
- (2 marks)
39. Identify a way in which intrapreneurship could be achieved in an organisation.
- A. Undertaking incubation of business
 - B. Encouraging creativity and innovation
 - C. Preparation of an effective business plan
 - D. Segmenting the market for goods and services
- (2 marks)
40. Which of the following is a component of market evaluation of a business idea?
- A. Level of skills available
 - B. Number of competitors
 - C. Government policies
 - D. Personal interests
- (2 marks)
41. Which of the following is a characteristic of equity finance?
- A. Offers ownership position in the business
 - B. Requires payment of principal and interest
 - C. Acquired from external sources only
 - D. Only raised by limited liability companies
- (2 marks)
42. Identify a benefit of understanding customer needs from the following:
- A. Eliminates the need for customer management systems
 - B. Makes it easy to ignore customer preferences
 - C. Reduces the chances of market competition
 - D. Guide to provision of good customer service
- (2 marks)
43. Which of the following is an objective of gathering information on the industry and market while preparing a business plan?
- A. Helps the investors understand the plan
 - B. To help in the acquisition of finance
 - C. Ensure reasonable and measurable goals
 - D. Helps in transferring skills required in business
- (2 marks)
44. Which of the following is a strategy that could be applied at the decline stage of a product life cycle?
- A. Skimming
 - B. Divesting
 - C. Penetration
 - D. Stabilisation
- (2 marks)
45. Identify a problem which could arise as a result of information overload.
- A. Lead to lack of channel to transmit the message
 - B. The message is quickly processed
 - C. Reduce the receiver’s ability to concentrate
 - D. Result in poor timing in conveying the message
- (2 marks)
46. Which of the following is a similarity between a letter and a memorandum?
- A. Have a salutation and complimentary close
 - B. Includes the signature and designation of sender
 - C. Used for internal and external communication
 - D. Generally addressed to multiple recipients
- (2 marks)

47. Identify a situation when a memorised speech could be appropriate.
- A. When the speaker is unprepared
 - B. If the speaker has prepared an outline
 - C. When the speech is relatively short
 - D. If the speaker is unsure of the content
- (2 marks)
48. Select a benefit of using standardised questions in an interview.
- A. Helps to get interviewee's opinions
 - B. Eliminates interviewer's biasness
 - C. Helps to discover interviewee's feelings
 - D. Easy to assess interviewee's communication skills
- (2 marks)
49. Identify the statement that explains the term 'quorum' in relation to meetings.
- A. Members who are invited to a meeting
 - B. Members who should participate in a meeting
 - C. Conveners of a properly constituted meeting
 - D. Minimum number of members who must be present
- (2 marks)
50. Which of the following is an advantage of using flip charts during presentation?
- A. Saves time as they are prepared in advance
 - B. Interactive and allows for audience's input
 - C. Can incorporate multimedia file types
 - D. They are suitable for very large audience
- (2 marks)
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ATD LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

THURSDAY: 24 August 2023. Afternoon Paper.

Time Allowed: 2 hours.

This paper is made up of fifty (50) Multiple Choice Questions. Answer ALL questions by indicating the letter (A, B, C or D) that represents the correct answer. Each question is allocated two (2) marks. Do NOT write anything on this paper.

1. Select a common characteristic of successful entrepreneurs.
 - A. Problem solvers
 - B. Indecisive
 - C. Intolerant to failure
 - D. Moderately motivated(2 marks)

2. Identify the statement that describes the process of identifying and evaluating a business opportunity.
 - A. Writing business proposal plan
 - B. Scanning the business environment
 - C. Seeking extra business finances
 - D. Registering the business name(2 marks)

3. Choose the statement that identifies entrepreneurs' contribution to economic growth.
 - A. Discussions and reports about the economy
 - B. Widening the economic gap in the country
 - C. Creating enterprises that increase wealth
 - D. Registration of companies(2 marks)

4. Choose the statement that defines a business plan.
 - A. An entrepreneur's expression of interest
 - B. A list of business ideas in written form
 - C. Entrepreneurs' diary of business activities
 - D. A written proposal of a business venture(2 marks)

5. Select the content shown in the marketing strategy section of the business plan.
 - A. Deadlines and milestones
 - B. Transfer of assets
 - C. Market research analysis
 - D. Proximity to supplies(2 marks)

6. Identify a private form of business organisation.
 - A. General Partnerships
 - B. Cooperative organisations
 - C. Non-governmental organisations
 - D. Savings and loans societies(2 marks)

7. Choose the guideline considered when writing a business plan.
 - A. Avoid highlighting the critical risks
 - B. Writing to capture the reader's interest
 - C. Excess sales potential of the business
 - D. Focus on diverse multiple markets(2 marks)

8. Select the main disadvantage of a public limited company.
- A. Unlimited liability of the shareholders
 - B. Shareholders loss of direct control
 - C. Risks are shared on agreed proportions
 - D. Ability to raise large sums of capital
- (2 marks)
9. Which of the following concepts allows large organisations to tap the innovative talents of their employees?
- A. Individual creativity
 - B. Corporate entrepreneurship
 - C. Staff development
 - D. Entrepreneurial culture
- (2 marks)
10. Which of the following is a benefit that could accrue to an entrepreneur from registering intellectual property rights?
- A. Leads to identification of new opportunities
 - B. Attracts government subsidy and support
 - C. Reduces the number of licences required
 - D. Enhances the distinctiveness of a brand
- (2 marks)
11. Select a situation where a sole proprietorship is regarded as a favorable form of ownership.
- A. Where the owner prefers autonomy in decision making
 - B. Where promptness is not required in decision making
 - C. Where personal attention is not an important business aspect
 - D. Where the market is broad and requires large capital investment
- (2 marks)
12. Identify a business expansion strategy.
- A. Borrowing
 - B. Acquisition
 - C. Lending
 - D. Succession
- (2 marks)
13. Which of the following challenges faced by entrepreneurs is related to poor infrastructure?
- A. Lack of capital
 - B. High taxation
 - C. Nearness to competitors
 - D. Inaccessible markets
- (2 marks)
14. Select the statement that describes a business incubator from the following:
- A. Creation of new ideas to ensure success of a business
 - B. Innovation and creativity within a business set-up
 - C. Modifying business processes to meet market needs
 - D. Process of nurturing start-ups to become self-sustaining
- (2 marks)
15. Which of the following factors enhances competitive advantage of a new venture?
- A. High prices
 - B. Size of business
 - C. Unique products
 - D. Quantity of products
- (2 marks)
16. Which of the following is a quality of a good business opportunity?
- A. Limited market scope
 - B. Availability of competition
 - C. Enough skilled labour
 - D. Low return on investment
- (2 marks)
17. Which of the following is a source of equity finance?
- A. Bank loans
 - B. Venture capital
 - C. Lease finance
 - D. Debentures
- (2 marks)

18. Which of the following factors influences a customer to buy a product?
A. Product transferability
B. Brand name
C. Product limitations
D. Availability of substitutes (2 marks)
19. Which of the following is a distinguishing factor between a merger and an acquisition?
A. Mergers create a new different entity
B. Mergers allow expansion of business
C. Mergers enable access to new markets
D. Mergers lead to economies of scale (2 marks)
20. Which of the following statement explains the meaning of a market segment?
A. Group of customers who are emotionally attached to a brand
B. Group of customers that share similar characteristics
C. Group of prospective buyers for a business product
D. Customers who trust the products of a specific business (2 marks)
21. Which of the following is a challenge associated with grapevine communication?
A. Could delay communication
B. Could be resisted by employees
C. Spread of incomplete information
D. It is authoritative and inflexible (2 marks)
22. Choose a statement from the following that describes the term 'prewriting' as a step in the writing process.
A. Modifying and rearranging content
B. Correcting grammatical mistakes
C. Communicating to the audience
D. Gathering and organising information (2 marks)
23. What name is given to entrepreneurs who refine existing business ideas?
A. Imitating
B. Fabian
C. Hustler
D. Drone (2 marks)
24. Which of the following statement explains the meaning of the term 'communication'? (2 marks)
A. Generation of ideas
B. Forming opinions
C. Researching information
D. Conveying information (2 marks)
25. Identify a role played by both the sender and receiver in the communication process?
A. Choosing a channel
B. Conceiving the message
C. Initiates communication
D. Responds to a message (2 marks)
26. Which of the following is an advantage of visual communication?
A. Can support all types of communication
B. Adds variety to oral and written communication
C. Suitable for complete and detailed information
D. Easy and cheap to prepare and adjust (2 marks)
27. How can an organisation benefit from upward communication?
A. Giving instructions
B. Employees' suggestions
C. Smooth work flow
D. Over-communication (2 marks)

28. Which of the following is an indicator of active listening?
A. Withholding feedback
B. Distracting the speaker
C. Appropriate body language
D. Not asking questions (2 marks)
29. What is the purpose of an 'attention line' in a business letter?
A. To indicate the desired sender of the letter
B. Indicate a particular person to handle the letter
C. To indicate the reason for sending the letter
D. To draw interest to the important sections of the letter (2 marks)
30. Which of the following is a purpose of advertisement?
A. Reduce cost of production
B. Make the brand name noticed
C. Eliminate need for middlemen
D. Increase market competition (2 marks)
31. Which statement explains the manuscript method of delivering a speech?
A. Delivering using a pre-prepared outline
B. Presenting from memory
C. Presenting while unprepared
D. Reading the speech word for word (2 marks)
32. Which of the following is a challenge associated with highly structured interviews?
A. Limited range of answers
B. Usually takes more time
C. They are difficult to control
D. Requires highly skilled interviewers (2 marks)
33. Which of the following distinguishes a formal meeting from an informal meeting?
A. Has records of proceedings
B. Allow contribution of members
C. No requirement of notice
D. Making of resolutions (2 marks)
34. Identify the main purpose of a memorandum of association.
A. Show the list of shares offered
B. Show the rights of shareholders
C. Show the companies broad objectives
D. State the qualifications of the directors (2 marks)
35. Which of the following is a contribution of small businesses to the economy?
A. Enhance balanced regional development
B. Discourage growth of large businesses
C. Reduce exploitation of local resources
D. Promote dependence on imported goods (2 marks)
36. Which of the following is a purpose of the marketing plan component of a business plan?
A. Developing marketing-mix
B. Attracting financiers
C. Defining business objectives
D. Increasing market share (2 marks)
37. Identify a tool that is used in market positioning.
A. Customers
B. Slogan
C. Distributors
D. Competitors (2 marks)

38. Choose the importance of having accurate minutes of a meeting.
- A. They provide a basis for subsequent action
 - B. They are a partial record of the events
 - C. They are used by the secretary only
 - D. They are a source of misunderstanding
- (2 marks)
39. Which of the following factors distinguishes a video conference from a webinar?
- A. Allows more interaction and collaboration
 - B. Takes place real-time over the internet
 - C. Videoconferencing allows for screen sharing
 - D. Enables discussions to be recorded
- (2 marks)
40. Identify the purpose of having references to support information in a presentation.
- A. To add authority to the arguments or ideas
 - B. To make the presentation complicated
 - C. To allow speaker give an in-depth analysis
 - D. To add color to the arguments raised
- (2 marks)
41. Identify the behaviour that discourages creativity.
- A. Listening actively to employees
 - B. Being pessimistic, judgmental and critical
 - C. Protecting honest mistakes when learning
 - D. Treating employees as equals always
- (2 marks)
42. Identify the purpose of using notices in an organisation.
- A. To hide identity of the sender
 - B. To keep employees fearful
 - C. To ensure effective performance
 - D. To update employees on events
- (2 marks)
43. Choose a business letter given in reply to an enquiry of a purchase.
- A. Enquiry letter
 - B. Acknowledgement
 - C. A quotation
 - D. An order
- (2 marks)
44. Identify an advantage of written communication in business organisations.
- A. No immediate feedback
 - B. Limited to literate people
 - C. Communication evidence
 - D. Easily misunderstood
- (2 marks)
45. Which of the following statements is a benefit of using circulars in communication?
- A. They are a slow means of distributing information
 - B. They provide minimal information to the readers
 - C. An inexpensive way to distribute information
 - D. Lengthy and communicates to all managerial levels
- (2 marks)
46. Select the meaning of a window of opportunity
- A. Low business risk opportunity
 - B. A marketing opportunity gap
 - C. Time to enter a new market
 - D. An idea for business set up
- (2 marks)
47. Identify the major difference between sole proprietorship and partnership.
- A. Lack of continuity of business
 - B. Owners unlimited liability
 - C. Full control by the owners
 - D. Shared responsibilities
- (2 marks)

48. What term refers to beliefs and attitudes of individuals in a society that facilitate investment in business opportunities?
- A. Entrepreneurship
 - B. Entrepreneurial culture
 - C. Intrapreneurship
 - D. Social customs
- (2 marks)
49. In the context of SWOT analysis, identify a threat that could affect the viability of a business idea.
- A. Presence of strong competitors
 - B. Internal operations problems
 - C. Lack of entrepreneurial skills
 - D. High market demand
- (2 marks)
50. Select the main function of the articles of association.
- A. State the liability of members
 - B. State objectives of the company
 - C. Guide internal management of company
 - D. Provide a list of company directors
- (2 marks)
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ATD LEVEL I

PILOT PAPER

ENTREPRENEURSHIP AND COMMUNICATION

AUGUST 2023.

Time Allowed: 2 hours.

This paper is made up of fifty (50) Multiple Choice Questions. Answer ALL questions by indicating the letter (A, B, C, OR D) that represents the correct answer. Each question is allocated two (2) marks.

1. Which of the following statements explain the term “intrapreneurship”?
 - A. Creation of new and novel business organisations
 - B. Entrepreneurship within an existing organisation
 - C. Assumption of business risks and uncertainties
 - D. Receiving the rewards of creativity and innovation(2 marks)

2. Select the term that refers to entrepreneurs that use traditional and orthodox methods of conducting business.
 - A. Imitative entrepreneurs
 - B. Hustler entrepreneurs
 - C. Drone entrepreneurs
 - D. Craft entrepreneurs(2 marks)

3. of successful entrepreneurs from the following:
 - A. Dependent
 - B. Pessimistic
 - C. Risk averse
 - D. Persistent(2 marks)

4. Which of the following is a contribution of entrepreneurship in socio-economic development of a country?
 - A. Ensuring political stability
 - B. Acquisition of licences
 - C. Registration of business
 - D. Creation of employment(2 marks)

5. Which of the following is a challenge associated with a new business venture?
 - A. Lack of customers
 - B. Lack of competitors
 - C. Surplus raw materials
 - D. Wide market coverage(2 marks)

6. Identify a benefit of becoming an entrepreneur from the following:
 - A. Large capital outlay and requirement
 - B. Opportunity to pursue one’s hobbies
 - C. Time, effort and hard work requirement
 - D. Less responsibilities for decision-making(2 marks)

7. Which of the following term explains an attractive business idea that provides a possibility of return on investment?
 - A. Incremental innovation
 - B. Business creativity
 - C. Business opportunity
 - D. Entrepreneurial culture(2 marks)

8. Select a purpose of undertaking a financial feasibility analysis of a business opportunity from the following:
- A. Determine estimated cost
 - B. Determine value of capital
 - C. Projecting market share
 - D. Assess management ability
- (2 marks)
9. Which of the following refers to the collection and analysis of first-hand customer data?
- A. Primary research
 - B. Secondary research
 - C. Preliminary research
 - D. Quantitative research
- (2 marks)
10. Which of the following could help an entrepreneur identify gaps in the market?
- A. Customer service
 - B. Customer feedback
 - C. New business idea
 - D. Product innovation
- (2 marks)
11. Identify a quality of a good business idea from the following:
- A. Require excessive capital
 - B. Has long gestation period
 - C. Should not be easy to exit
 - D. Readily available market
- (2 marks)
12. Select a factor that could be considered while choosing a business incubator.
- A. Nature of licences required
 - B. Types of services offered
 - C. Share of business ownership
 - D. The size of the market
- (2 marks)
13. Which of the following sources of business finance is only raised by limited liability companies?
- A. Personal finances
 - B. Bank loans
 - C. Share capital
 - D. Debt capital
- (2 marks)
14. Identify a source of equity finance that arises out of undistributed profits from the following:
- A. Retained earnings
 - B. Preference shares
 - C. Personal contribution
 - D. Lease capital
- (2 marks)
15. Select a factor that could contribute to the success of a new business venture from the following:
- A. Competent shareholders
 - B. Support by competitors
 - C. Excess supply of goods
 - D. Suitable business location
- (2 marks)
16. Which of the following forms of business ownership is least expensive to start?
- A. Partnership
 - B. Cooperative
 - C. Sole proprietorship
 - D. Limited company
- (2 marks)
17. Select a characteristic of a limited liability company from the following:
- A. Sole ownership
 - B. Perpetual succession
 - C. Share of responsibilities
 - D. Fast decision-making
- (2 marks)

18. Which of the following terms refer to a driver of a customer's purchase decision?
A. Market demand
B. Customer need
C. High prices
D. Market research (2 marks)
19. Which of the following strategies allow for fast business expansion at minimal cost?
A. Franchising
B. Contracting
C. Acquisition
D. Marketing (2 marks)
20. Identify a way in which an entrepreneur could protect intellectual property from the following:
A. Registering a brand name
B. Licensing a business
C. Registering a trademark
D. Acquiring a business name (2 marks)
21. Which of the following refers to the road map that describes all relevant elements required in starting a new venture?
A. Organisational plan
B. Operations plan
C. Business plan
D. Business record (2 marks)
22. Which of the following components of a business plan contains cash flow projections?
A. Balance sheet
B. Market analysis
C. Cover page
D. Financial plan (2 marks)
23. Select a type of market segmentation from the following:
A. Demographic segmentation
B. Customer segmentation
C. Product segmentation
D. Demand segmentation (2 marks)
24. Which of the following allows an entrepreneur to concentrate its marketing efforts to one or a few segments?
A. Mobile marketing
B. Market positioning
C. Target marketing
D. Digital marketing (2 marks)
25. Identify an objective of marketing from the following?
A. Increase product variety
B. Increase brand awareness
C. Increase market competition
D. Enhance business maturity (2 marks)
26. Which of the following is an element of communication?
A. Noise
B. Letter
C. Receiver
D. Voice (2 marks)
27. Identify a purpose of communication in an organisation from the following:
A. Arouse conflict
B. Create barriers
C. Encourage complaints
D. Decision-making (2 marks)

28. Select a role played by the sender in the communication process.
- A. Choosing a channel
 - B. Sending feedback
 - C. Decoding the message
 - D. Interpreting the message
- (2 marks)
29. Identify a way in which a speaker could achieve the principle of clarity from the following:
- A. Use of technical language
 - B. Use of simple language
 - C. Prolonging the speech
 - D. Memorising the speech
- (2 marks)
30. Which of the following refers to communication with stakeholders outside the organisation?
- A. Formal communication
 - B. External communication
 - C. Extended communication
 - D. Effective communication
- (2 marks)
31. Select another name for informal communication from the following:
- A. Oral communication
 - B. Official communication
 - C. Internal conversations
 - D. Grapevine communication
- (2 marks)
32. Which of the following is an indicator of effective listening?
- A. Audibility
 - B. Pitch
 - C. Attentiveness
 - D. Encoding
- (2 marks)
33. Which of the following is a form of visual communication?
- A. Eye-contact.
 - B. Face-to-face
 - C. Diagrams
 - D. Notices
- (2 marks)
34. Identify a situation from the following, where written channels of communication would be preferred compared to other channels of communication.
- A. When a permanent record is required
 - B. When immediate response is required
 - C. When speed in communication is important
 - D. When there is a need for emotional appeal
- (2 marks)
35. Select an advantage of non-verbal communication from the following:
- A. Easy for all to understand
 - B. Reinforces spoken message
 - C. It is similar across cultures
 - D. Has set structure and formalities
- (2 marks)
36. Which is the first step in the writing process?
- A. Drafting
 - B. Paragraphing
 - C. Introducing
 - D. Prewriting
- (2 marks)
37. From the following, identify a reason why organisations use a good quality letter headed paper for business letters.
- A. Enhance professional image
 - B. Make it easy to read
 - C. Include the inside address
 - D. To introduce the letter
- (2 marks)

38. With reference to business letters, which of the following is a characteristic of a fully-blocked layout?
- A. Uses open punctuation
 - B. No complementary close
 - C. Has signature of receiver
 - D. No spaces between paragraphs
- (2 marks)
39. Which of the following is a way in which the use of memoranda (memos) could be made more convenient?
- A. Sending to external stakeholders
 - B. Including an inside address
 - C. Using pre-printed stationery
 - D. Including date sent and received
- (2 marks)
40. Which of the following is a reason for the popularity of email communication?
- A. Allows use of non-verbal signals
 - B. Allows for mass sending of messages
 - C. Could cause information overload
 - D. Suitable for sending long messages
- (2 marks)
41. Identify the stages of the AIDA model of persuasive communication from the following:
- A. Appeal, interpret, draft, advertise
 - B. Appeal, interpret, decide, attention
 - C. Arouse, interest, deliver, act
 - D. Attention, interest, desire, action
- (2 marks)
42. Which of the following terms explain a formal meeting in which questions are asked in order to gather information?
- A. Interview
 - B. Conference
 - C. Seminar
 - D. Webinar
- (2 marks)
43. Select the purpose of a recruitment interview from the following:
- A. Undertaking performance appraisal
 - B. Carrying out a panel discussion
 - C. Selection of a suitable candidate
 - D. Reducing employee turn-over
- (2 marks)
44. Which of the following is a characteristic of highly structured interviews?
- A. Takes a lot of time to conduct
 - B. Involves use of open-ended questions
 - C. Questions are not set in advance
 - D. Require less skill by interviewer
- (2 marks)
45. Which of the following is a reason for maintaining eye-contact during an interview?
- A. Shows level of qualification
 - B. Projects interviewee's confidence
 - C. Helps to see the interviewer better
 - D. Helps in answering questions correctly
- (2 marks)
46. Identify a purpose of writing minutes of a meeting from the following:
- A. Serves as a formal record of discussion
 - B. Helps members to come prepared
 - C. Ensure every point is discussed
 - D. Helps in controlling the meeting
- (2 marks)
47. Which of the following is a type of online meeting?
- A. Structured meeting
 - B. Board meeting
 - C. Video conferencing
 - D. Staff seminar
- (2 marks)

48. Which of the following is a role played by the chairperson during a meeting?
- A. Preparing the agenda
 - B. Encouraging participation
 - C. Writing the minutes
 - D. Setting meeting goals
- (2 marks)
49. Which of the following is an element of a presentation?
- A. Introduction
 - B. Audience
 - C. PowerPoint
 - D. Speech
- (2 marks)
50. Which of the following is the function of visual aids in presentation?
- A. Ensure proper use of humour
 - B. Help in choosing the venue
 - C. Enhance the speaker's body appearance
 - D. Capture attention and interest of audience
- (2 marks)
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ATD LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 25 April 2023. Afternoon Paper.

Time Allowed: 3 hours.

Answer any THREE questions in SECTION I and any TWO questions in SECTION II. ALL questions carry equal marks. Do NOT write anything on this paper.

SECTION I

QUESTION ONE

- (a) (i) Explain the term “artificial intelligence” as used in marketing. (2 marks)
- (ii) Highlight **SIX** benefits of using artificial intelligence in marketing. (6 marks)
- (b) Summarise **SIX** differences between a partnership and company as forms of business ownership. (12 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) (i) Distinguish between “patent” and “trademark”. (4 marks)
- (ii) Outline **FOUR** benefits of acquiring patent rights. (4 marks)
- (b) Explain **SIX** factors that could lead to failure of a new venture. (6 marks)
- (c) Highlight **SIX** functions of a marketing plan. (6 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Explain **FIVE** characteristics of imitative entrepreneurs. (5 marks)
- (b) Discuss **THREE** types of market segmentation. (6 marks)
- (c) Outline **FIVE** benefits of business mergers. (5 marks)
- (d) Summarise **FOUR** components that an entrepreneur could include in a business plan. (4 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Highlight **FOUR** reasons why it is important for an entrepreneur to identify new business opportunities. (4 marks)
- (b) Discuss **THREE** micro-environmental factors that could affect the success of an entrepreneur. (6 marks)
- (c) Analyse **FIVE** contributions of small businesses to the socio-economic development in your country. (10 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Explain **THREE** psychological barriers to effective communication. (6 marks)
- (b) In relation to recruitment interviews, give **THREE** reasons why an interviewee could be issued with a thank-you letter. (6 marks)
- (c) Analyse **FOUR** essential qualities of a good public speaker. (8 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Distinguish between the following types of communication:
- (i) “Visual communication” and “audio-visual communication”. (4 marks)
 - (ii) “Small group communication” and “public communication”. (4 marks)
- (b) Highlight **SIX** items that the chair of a meeting could include in the opening remarks. (6 marks)
- (c) Identify **SIX** situations when electronic channels of communication could be most appropriate. (6 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) With reference to written communication, explain the following terms:
- (i) Coherence. (2 marks)
 - (ii) Proofreading. (2 marks)
 - (iii) Revising. (2 marks)
- (b) List **SIX** measures that a sender could consider to ensure clarity of a message. (6 marks)
- (c) Describe **FOUR** ways in which upward communication could be enhanced in an organisation. (8 marks)
- (Total: 20 marks)**
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ATD LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 6 December 2022. Afternoon Paper.

Time Allowed: 3 hours.

Answer any **THREE** questions in **SECTION I** and any **TWO** questions in **SECTION II**. **ALL** questions carry equal marks. Do **NOT** write anything on this paper.

SECTION I

QUESTION ONE

- (a) (i) Define the term “entrepreneurial opportunity”. (1 mark)
- (ii) List **SIX** qualities of a good entrepreneurial opportunity. (6 marks)
- (b) Identify **FIVE** challenges faced by entrepreneurs at the growth stage of the business. (5 marks)
- (c) Analyse **FOUR** categories of stakeholders that could contribute to the success of a new business venture. (8 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Outline **FIVE** restrictions that a franchisor could impose on a franchisee. (5 marks)
- (b) Identify **FIVE** benefits of marketing to a business organisation. (5 marks)
- (c) Analyse **FIVE** reasons that make an executive summary to be the most important component of a business plan. (10 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) (i) Explain the meaning of a business incubator. (2 marks)
- (ii) Summarise **FOUR** roles of a business incubator. (8 marks)
- (b) Highlight **FOUR** factors that might be considered by an entrepreneur when selecting venture capital. (4 marks)
- (c) Discuss **THREE** similarities between a sole proprietorship business and a partnership form of business ownership. (6 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) (i) Define the term “imitative entrepreneur”. (1 mark)
- (ii) Identify **FIVE** characteristics of successful entrepreneurs. (5 marks)
- (b) Discuss **FOUR** key steps taken in new product and service development to ensure a successful launch. (8 marks)
- (c) Explain **THREE** advantages of corporate entrepreneurship. (6 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Outline **FIVE** requirements of an effective advertisement. (5 marks)
 - (b) Identify **FIVE** features of grapevine communication. (5 marks)
 - (c) Analyse **FIVE** rules of writing an effective business letter. (10 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) List **FIVE** reasons that could make an interviewer take notes during a job interview. (5 marks)
 - (b) Highlight **FIVE** limitations of formal communication. (5 marks)
 - (c) Describe **FIVE** stages of the listening process followed in order to make oral communication effective. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) State **FOUR** items that should be included in a notice of an annual general meeting of a public limited company. (4 marks)
 - (b) Identify **SIX** major elements of the process of communication. (6 marks)
 - (c) With reference to presentations, analyse **FIVE** reasons of carrying out an audience analysis. (10 marks)
- (Total: 20 marks)**

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ATD LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 2 August 2022. Afternoon paper.

Time Allowed: 3 hours.

Answer any THREE questions in SECTION I and any TWO questions in SECTION II. ALL questions carry equal marks. Do NOT write anything on this paper.

SECTION I

QUESTION ONE

- (a) Identify five advantages that an entrepreneur could derive from running a business as a partnership. (5 marks)
- (b) Explain five key elements that are contained in the executive summary of a business plan. (10 marks)
- (c) Summarise five gaps in the market that could provide an entrepreneurial opportunity. (5 marks)

(Total: 20 marks)

QUESTION TWO

- (a) Analyse four barriers to entrepreneurship that the youth face in your country. (8 marks)
- (b) Summarise six factors that a franchisee could consider while selecting a franchise opportunity. (6 marks)
- (c) (i) Define the term “entrepreneurial culture”. (2 marks)
- (ii) Identify four factors that could influence entrepreneurial culture in your country. (4 marks)

(Total: 20 marks)

QUESTION THREE

- (a) Describe four categories of business angels. (8 marks)
- (b) Analyse four marketing strategies that could be applied at the introduction stage of a product life-cycle. (8 marks)
- (c) Identify four challenges that might make new ventures experience low sales. (4 marks)

(Total: 20 marks)

QUESTION FOUR

- (a) (i) Identify three sources of equity finance. (3 marks)
- (ii) Summarise four reasons that could make start-up entrepreneurs prefer to use equity financing over debt financing. (4 marks)
- (b) In the context of customer needs, explain five product features that could influence the purchasing decision of customers. (10 marks)
- (c) Explain three challenges of writing a business plan. (3 marks)

(Total: 20 marks)

SECTION II

QUESTION FIVE

- (a) Highlight five reasons why feedback is an essential component in communication. (5 marks)
- (b) Explain five functions of upward communication in an organisation. (5 marks)
- (c) With the help of relevant examples, distinguish between “an annual general meeting” and “an extraordinary general meeting”. (4 marks)
- (d) Outline six roles of a chairperson before a meeting. (6 marks)

(Total: 20 marks)

QUESTION SIX

- (a) Examine five non-verbal features of body language. (5 marks)
- (b) Suggest five measures which could be adopted by the management of an organisation to overcome barriers to effective oral communication. (10 marks)
- (c) Identify five qualities of a good interviewer. (5 marks)

(Total: 20 marks)

QUESTION SEVEN

- (a) You have been appointed to represent your supervisor at a forum organised by a professional body. The topic to be presented is “the importance of internal audit”.

Describe four steps you would follow to sufficiently prepare and make an effective presentation. (8 marks)
- (b) Highlight five disadvantages of written communication. (5 marks)
- (c) Identify three characteristics of poor listeners. (3 marks)
- (d) List four tactics of enhancing presentations using visual communication aids. (4 marks)

(Total: 20 marks)

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ATD LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 5 April 2022. Afternoon paper.

Time Allowed: 3 hours.

Answer any THREE questions in SECTION I and any TWO questions in SECTION II. ALL questions carry equal marks. Do NOT write anything on this paper.

SECTION I

QUESTION ONE

- (a) (i) Explain the meaning of the term "intellectual property". (2 marks)
- (ii) Summarise four ways an entrepreneur could take to protect intellectual property. (8 marks)
- (b) Describe the following types of venture financing:
- (i) Crowdfunding. (2 marks)
- (ii) Equity financing. (2 marks)
- (iii) Personal financing. (2 marks)
- (c) List four reasons why business incubation could be important to a small business start-up. (4 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) As a business expansion strategy, discuss five advantages of acquisitions. (10 marks)
- (b) (i) Define the term "customer needs". (2 marks)
- (ii) Propose four strategies that an entrepreneur could use to identify customer needs. (8 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Identify four differences between entrepreneurs and small business owners. (8 marks)
- (b) Summarise six factors that an entrepreneur could consider while assessing the viability of a good business opportunity. (6 marks)
- (c) Enumerate six benefits of becoming an entrepreneur. (6 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Analyse four marketing strategies used to grow a business. (8 marks)
- (b) (i) Explain the term "business plan". (2 marks)
- (ii) Examine five reasons why it is important for an entrepreneur to prepare a business plan. (10 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) (i) Explain the meaning of the term “memorandum”. (2 marks)
- (ii) Outline six uses of a memorandum. (6 marks)
- (b) Discuss six reasons why horizontal communication is important in an organisation. (12 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Examine five features of communication. (10 marks)
- (b) Summarise five differences between structured and unstructured interviews. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) An effective meeting is an efficient tool in the communication process which provides useful opportunities for business stakeholders to share information.
- In the context of meetings, explain five types of meetings that are held in a company. (10 marks)
- (b) People who experience a degree of nervousness or anxiety when giving a presentation are said to suffer from glossophobia which is a fear of public speaking.
- With reference to the above statement, identify five measures that a speaker could take to deal with glossophobia before making a presentation. (5 marks)
- (c) List five prerequisites for a valid notice of a formal meeting. (5 marks)
- (Total: 20 marks)**
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ATD LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

THURSDAY: 16 December 2021.

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) Discuss six ways in which entrepreneurship could benefit the economy of a country. (12 marks)
- (b) Summarise four uses of a business plan. (8 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Distinguish between “entrepreneurship” and “intrapreneurship”. (4 marks)
- (b) Highlight four personal characteristics that an entrepreneur could consider before venturing into business. (4 marks)
- (c) Analyse six advantages of franchising. (12 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) List seven sources that an aspiring entrepreneur could get good business ideas from. (7 marks)
- (b) Justify six reasons why entrepreneurs should segment the market. (6 marks)
- (c) Identify seven contents of a partnership deed. (7 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) In the context of Covid-19 pandemic, explain six entrepreneurial opportunities that have been created. (12 marks)
- (b) Describe four qualities of an effective marketing plan. (8 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Identify five types of business letters. (5 marks)
- (b) Outline five benefits of using emails as a means of communication. (5 marks)
- (c) Analyse five factors that might be considered while choosing a channel of communication. (10 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Highlight five advantages of knowing the audience before making a presentation. (5 marks)
- (b) Summarise five roles of the secretary after the meeting. (5 marks)
- (c) Explain five reasons for using visual aids in presentations. (10 marks)
- (Total: 20 marks)**

**AD13 Page 1
Out of 2**

QUESTION SEVEN

- (a) Explain six reasons why an organisation could prefer to use written communication instead of oral communication. (6 marks)
- (b) Enumerate five reasons why interviews are important in the recruitment process. (5 marks)
- (c) (i) Outline six essential elements of minutes of a formal meeting. (6 marks)
(ii) List three uses of minutes. (3 marks)

(Total: 20 marks)

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ATD LEVEL I

DICT LEVEL I

DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 31 August 2021.

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) Highlight five indicators of a declining business. (5 marks)
- (b) Outline five circumstances under which a partnership could be dissolved. (5 marks)
- (c) Describe the process of new venture creation. (10 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Explain four benefits of carrying out online market surveys. (4 marks)
- (b) Outline four roles of government in promoting business incubation in your country. (4 marks)
- (c) Suggest four reasons which could have contributed to the increased use of mobile money transfers in the world. (4 marks)
- (d) Analyse four marketing strategies that an entrepreneur could apply at the start-up stage of the business cycle. (8 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Highlight four reasons why a business plan is important to a business organisation's lenders. (4 marks)
- (b) Explain four challenges that an entrepreneur might experience for failing to innovate in business operations. (4 marks)
- (c) Summarise three differences between short-term bank loans and bank overdrafts. (6 marks)
- (d) Summarise six factors that an entrepreneur might consider when designing a business website. (6 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Summarise four benefits that could accrue to an enterprise from outsourcing products and services. (4 marks)
- (b) Suggest six factors that might inhibit growth of entrepreneurial culture in your country. (6 marks)
- (c) Describe the steps that an entrepreneur could follow when launching a new product into the market. (10 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Highlight three advantages of visual communication. (3 marks)
 - (b) Identify four situations in which an organisation could prefer to use written communication over oral communication. (4 marks)
 - (c) Justify five reasons why social media is an important tool in business communication. (5 marks)
 - (d) Analyse four approaches of responding to a letter of complaint in an organisation. (8 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Explain three qualities of a well-designed questionnaire. (3 marks)
 - (b) Suggest four factors that might be considered while preparing visual communication aids. (4 marks)
 - (c) Summarise five causes of ineffective meetings. (5 marks)
 - (d) Discuss four ways in which an organisation could unintentionally communicate in an unethical manner. (8 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) With reference to meetings:
 - (i) Outline four items that should be included in a notice for a meeting. (4 marks)
 - (ii) Explain four voting methods that could be used to decide a matter in a formal meeting. (4 marks)
 - (b) Highlight four sender oriented barriers to communication arising from the sender. (4 marks)
 - (c) Analyse four impacts of wireless technology in an organisation. (8 marks)
- (Total: 20 marks)**
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ATD LEVEL I

DICT LEVEL I

DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 18 May 2021.

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) Highlight four common traits that are likely to be exhibited by successful entrepreneurs. (4 marks)
- (b) Summarise six benefits of business networking to an enterprise. (6 marks)
- (c) Explain five factors that an entrepreneur might consider before acquiring a business which is on sale. (5 marks)
- (d) Suggest five factors that could inhibit the youth from becoming entrepreneurs. (5 marks)

(Total: 20 marks)

QUESTION TWO

- (a) (i) With reference to market research, differentiate between "primary" and "secondary" sources of data. (4 marks)
- (ii) Summarise four factors that might affect the choice of sources of data. (4 marks)
- (b) Justify four reasons why it is important to include an executive summary in a business plan. (4 marks)
- (c) Discuss four challenges that entrepreneurs might encounter while selecting a new venture. (8 marks)

(Total: 20 marks)

QUESTION THREE

- (a) (i) Identify two challenges that might be experienced by a business at the maturity stage. (2 marks)
- (ii) Suggest two solutions to the challenges identified in (a) (i) above. (2 marks)
- (b) Outline four advantages of running a business as a sole proprietorship. (4 marks)
- (c) Explain four contributions of techpreneurs to the modern economy. (8 marks)
- (d) Suggest four strategies that a government could apply to influence the location of a business. (4 marks)

(Total: 20 marks)

QUESTION FOUR

- (a) Highlight four barriers to creativity. (4 marks)
- (b) Explain four challenges that entrepreneurs might face while protecting their businesses against loss of business secrets. (4 marks)
- (c) Describe three bases that an entrepreneur could use to segment markets. (6 marks)
- (d) In relation to sales strategy, discuss three objectives of pricing. (6 marks)

(Total: 20 marks)

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Out of 2

SECTION II

QUESTION FIVE

- (a) (i) Define the term “downward communication”. (2 marks)
 - (ii) Discuss four circumstances under which an organisation could use downward communication. (8 marks)
 - (b) Suggest five measures that an organisation could take into account to ensure effectiveness of committees. (5 marks)
 - (c) Explain five common mistakes that could be made during presentations. (5 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Explain four ways in which brochures could be used by an organisation. (4 marks)
 - (b) Highlight four advantages of having an agenda in a meeting. (4 marks)
 - (c) Justify four reasons why emails are essential in the world of business. (4 marks)
 - (d) Discuss four merits of virtual communication. (8 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Propose three ways in which communication through suggestion boxes could be improved in an organisation. (3 marks)
 - (b) In relation to making a presentation, summarise five benefits of knowing your audience. (5 marks)
 - (c) Explain the following terms:
 - (i) Code of ethics. (2 marks)
 - (ii) Whistleblower. (2 marks)
 - (d) Analyse four reasons why integrity is an important quality in an organisation. (8 marks)
- (Total: 20 marks)**
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ATD LEVEL I

DICT LEVEL I

DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 24 November 2020.

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) Innovation is the process by which entrepreneurs convert opportunities into marketable solutions.
Discuss three basic types of innovation. (6 marks)
- (b) Outline seven factors that may encourage individuals to become entrepreneurs. (7 marks)
- (c) Summarise seven reasons which could make an entrepreneur consider a location for establishing a business. (7 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Explain six factors which might influence the type of decisions made by an entrepreneur. (6 marks)
- (b) Outline six consequences of failing to adhere to health and safety issues while setting up a new venture. (6 marks)
- (c) Ecopreneurs are entrepreneurs whose business efforts are not only driven by profits, but also by a concern for the environment.
With respect to the above statement, explain four roles of ecopreneurs in the economic development of a country. (8 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Highlight five personal factors that might lead to failure of a small business venture. (5 marks)
- (b) Explain seven factors that an entrepreneur could consider while assessing the technical viability of a product. (7 marks)
- (c) Discuss four types of resources that an entrepreneur might need while venturing into a new industry. (8 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Summarise four challenges that an entrepreneur is likely to face at the maturity phase of a business. (4 marks)
- (b) Explain six roles played by the government in promoting business incubation. (6 marks)
- (c) Discuss five qualities required of a franchisee in order to make a franchise arrangement successful. (10 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Describe five elements of interpersonal communication. (10 marks)
- (b) Being assertive means expressing your thoughts, feeling, and needs in an open and honest way, while standing up for yourself and respecting others' opinions.

With respect to the above statement, explain five ways of improving assertiveness. (10 marks)
(Total: 20 marks)

QUESTION SIX

- (a) Discuss five psychological barriers to communication. (10 marks)
- (b) With regard to meetings, outline five roles that are played by the Secretary. (5 marks)
- (c) State five reasons why it is important to write minutes of a meeting. (5 marks)

(Total: 20 marks)

QUESTION SEVEN

- (a) In the context of visual aids, summarise six guidelines to be observed while constructing a bar graph. (6 marks)
- (b) Highlight six benefits of using emails in communication. (6 marks)
- (c) Analyse four guidelines for making ethical decisions at the workplace. (8 marks)

(Total: 20 marks)

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ATD LEVEL I

DICT LEVEL I

DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

WEDNESDAY: 27 November 2019.

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) Summarise six sources of funding for a business venture. (6 marks)
- (b) Highlight six benefits which could accrue to an entrepreneur from registering a trademark. (6 marks)
- (c) Discuss four situations under which an entrepreneur would be compelled to revise a business plan. (8 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) With reference to selecting new business ventures from various alternatives, explain six steps followed while making a decision. (6 marks)
- (b) Highlight six characteristics of a good business idea. (6 marks)
- (c) Discuss four types of risks which an entrepreneur is likely to be exposed to. (8 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Analyse five advantages which might accrue to an entrepreneur from advertising on the website. (10 marks)
- (b) In the context of innovation process, describe five stages of a new product development. (10 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) (i) Define the term "entrepreneurial culture". (2 marks)
- (ii) Suggest five ways in which entrepreneurial culture could be promoted in your country. (5 marks)
- (b) Suggest five reasons why entrepreneurs analyse their competitors. (5 marks)
- (c) Analyse four elements usually included in the executive summary of a business plan. (8 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Explain the importance of the following emerging trends in business communication:
- (i) Social networking sites. (2 marks)
 - (ii) Cloud computing. (2 marks)
- (b) Summarise eight behaviours likely to be exhibited by active listeners. (8 marks)
- (c) Highlight eight roles of the chairperson in a meeting. (8 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Distinguish between “lateral communication” and “diagonal communication”. (4 marks)
- (b) With reference to effective communication:
- (i) Identify six personal barriers. (6 marks)
 - (ii) Suggest six ways of overcoming the barriers identified in (b) (i) above. (6 marks)
- (c) Suggest four merits of using suggestion boxes as a means of upward communication in an organisation. (4 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Discuss five qualities of a good speech. (10 marks)
- (b) Analyse five factors which might contribute to unethical communication in an organisation. (10 marks)
- (Total: 20 marks)**
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ATD LEVEL I

DICT LEVEL I

DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 21 May 2019.

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) Highlight five roles performed by venture capitalists. (5 marks)
- (b) Explain five methods that an entrepreneur could use to tap into a business opportunity for a new venture. (5 marks)
- (c) Discuss five reasons why an entrepreneur needs to conduct a market research before entering into foreign markets. (10 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Outline five disadvantages of a sole proprietorship business. (5 marks)
- (b) Explain five challenges that could inhibit the growth of women entrepreneurship in your country. (5 marks)
- (c) Discuss five factors that have led to the global rise of information technology and service oriented businesses. (10 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Suggest four factors which could inhibit carrying out a marketing research for an enterprise. (4 marks)
- (b) Discuss three differences between a "manager" and an "entrepreneur". (6 marks)
- (c) Describe five stages of the life-cycle of a business enterprise. (10 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Justify four reasons why profit maximisation is important to an entrepreneur. (4 marks)
- (b) Analyse four major types of business incubators. (8 marks)
- (c) State four ways in which investors could offer support to an enterprise. (4 marks)
- (d) Explain four possible impacts of frequent review of government regulations to small and medium enterprises. (4 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Outline three qualities of an effective business letter. (3 marks)
- (b) (i) Explain the term "graphic communication". (2 marks)
- (ii) Explain five reasons of using visual aids in a presentation. (5 marks)
- (c) Analyse five technological trends that have influenced business communication in the 21st century. (10 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Highlight five advantages of grapevine communication to an organisation. (5 marks)
 - (b) Outline five qualities of a good proposal. (5 marks)
 - (c) Suggest five measures that an organisation should put in place to prevent unethical behaviour. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Justify five circumstances that could necessitate an organisation to issue a press release. (5 marks)
 - (b) Discuss three situations which could be appropriate for the use of video conferencing. (6 marks)
 - (c) In relation to committees:
 - (i) Differentiate between a "standing committee" and an "ad hoc committee". (4 marks)
 - (ii) Suggest five factors that could lead to ineffectiveness of a committee meeting. (5 marks)
- (Total: 20 marks)**
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ATD LEVEL I

DICT LEVEL I

DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 27 November 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) Identify four main features of successful entrepreneurs. (4 marks)
- (b) Highlight four benefits that could accrue to organisations from the use of internet marketing. (4 marks)
- (c) Explain four factors that an entrepreneur could put into consideration when choosing a business incubator. (4 marks)
- (d) Justify four reasons why most entrepreneurs prefer starting a new business venture instead of buying an existing business. (8 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Define the term "innovation". (2 marks)
- (b) In the context of a market research, suggest five types of information that an entrepreneur could gather from potential customers. (5 marks)
- (c) Highlight three demographic factors that could influence an individual to become an entrepreneur. (3 marks)
- (d) Using relevant examples, discuss five ways in which employees could demonstrate their creativity in an organisation. (10 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Distinguish between "ecopreneurs" and "techpreneurs". (4 marks)
- (b) Suggest four challenges that an entrepreneur could experience when the business is at the decline stage. (4 marks)
- (c) Highlight four components of the executive summary of a business plan. (4 marks)
- (d) Analyse four reasons that could lead to dissolution of a partnership by a court of law. (8 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Summarise four start-up costs that an entrepreneur could incur while venturing into a new business. (4 marks)
- (b) Explain four roles of an entrepreneur as a decision maker. (4 marks)
- (c) Outline four challenges that entrepreneurs in the mobile technology industry face. (4 marks)
- (d) Discuss four ways in which entrepreneurs contribute to the economic development of a country. (8 marks)
- (Total: 20 marks)**

**AD13, TD13 & CD13 Page 1
Out of 2**

SECTION II

QUESTION FIVE

- (a) Outline four functions of business letters in an organisation. (4 marks)
- (b) Explain three methods that employees in an organisation could apply to minimise communication barriers. (3 marks)
- (c) Highlight three uses of memos in an organisation. (3 marks)
- (d) "Mr Adrian is a new employee in an organisation and had been invited to attend a management meeting"
Advise him on five strategies he could employ towards the effectiveness of the meeting. (10 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Explain five merits of visual presentations. (5 marks)
- (b) Summarise five uses of reports in an organisation. (5 marks)
- (c) Discuss five reasons why an organisation should maintain effective external communication. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Explain four qualities of ethical communication. (4 marks)
- (b) Outline four situations in which an organisation could prefer to use oral communication. (4 marks)
- (c) Describe six key stages in the communication process cycle. (12 marks)
- (Total: 20 marks)**
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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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ATD LEVEL I

DICT LEVEL I

DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 28 November 2017.

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) Distinguish between a “business plan” and a “marketing plan”. (4 marks)
- (b) “Entrepreneurs are opting to conduct businesses from their homes”. Suggest four factors that could have contributed to this trend. (4 marks)
- (c) Discuss six factors an entrepreneur could take into account while engaging in e-commerce. (12 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Distinguish between “innovating entrepreneurs” and “imitative entrepreneurs”. (4 marks)
- (b) Outline five psychological factors which could motivate an individual to become an entrepreneur. (5 marks)
- (c) Suggest five factors that an entrepreneur could consider before setting the price of a product. (5 marks)
- (d) Describe six steps which could be followed while conducting a feasibility study for a business enterprise. (6 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Highlight four drawbacks of business incubation to an enterprise. (4 marks)
- (b) Analyse eight benefits of involving staff in decision making. (8 marks)
- (c) Discuss four differences between “business merger” and “business acquisition”. (8 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Assess five methods of evaluating service providers. (5 marks)
- (b) Explain five factors that could lead to the dissolution of a cooperative society. (5 marks)
- (c) Discuss five factors that could contribute to the failure of a new venture. (10 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Explain five reasons why organisations conduct exit interviews. (5 marks)
- (b) Outline five demerits of using intranet in an organisation. (5 marks)
- (c) Describe five methods of upward communication. (10 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Highlight five roles of the chairman of a meeting. (5 marks)
- (b) With reference to graphical presentations:
- (i) Define the term "multimedia". (2 marks)
- (ii) Summarise five limitations associated with graphical presentations. (5 marks)
- (c) Describe four forms of external communication that an organisation could use to promote good corporate image. (8 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) State three disadvantages of using emails in an organisation. (3 marks)
- (b) Outline five barriers to effective listening. (5 marks)
- (c) Suggest four benefits which could accrue to an organisation from maintaining effective internal communication. (4 marks)
- (d) Discuss four ethical dilemmas in business communication. (8 marks)
- (Total: 20 marks)**
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ATD LEVEL I

DICT LEVEL I

DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 23 May 2017.

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) Discuss three social factors that could influence an individual to become an entrepreneur. (6 marks)
- (b) In relation to business ownership, explain the following terms:
- (i) Partnership deed. (2 marks)
 - (ii) Articles of association. (2 marks)
 - (iii) Certificate of incorporation. (2 marks)
- (c) Summarise four drawbacks associated with business mergers. (8 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Highlight four obstacles that could hinder an entrepreneur from undertaking effective marketing research. (4 marks)
- (b) Describe five strategies an enterprise could adopt to cope with modern technological changes. (10 marks)
- (c) Summarise six benefits that could accrue to an enterprise from obtaining registered trademarks. (6 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) (i) Define the term "m-commerce. (2 marks)
- (ii) Outline six limitations of using m-commerce. (6 marks)
- (b) Describe four factors that could influence an enterprise to outsource its business services. (8 marks)
- (c) Suggest four factors an entrepreneur could consider while choosing a business name. (4 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Enumerate four items of information contained in the financial data of a business plan. (4 marks)
- (b) Explain three challenges an entrepreneur could encounter at the idea generation stage. (6 marks)
- (c) Discuss five features of effective decision making. (10 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Distinguish between “functional business meeting” and “special task force meeting”. (4 marks)
- (b) Highlight six key items contained in minutes of a meeting. (6 marks)
- (c) Evaluate five benefits of maintaining ethical values to an enterprise. (10 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Outline five qualities of a well designed research questionnaire. (5 marks)
- (b) Identify five merits of using charts in a presentation. (5 marks)
- (c) Justify five reasons why a press release is an important communication tool in an organisation. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Explain the following barriers to communication:
- (i) Status barriers. (2 marks)
- (ii) Cultural barriers. (2 marks)
- (b) Describe five advantages of embracing social media in a business organisation. (10 marks)
- (c) (i) Define the term “wireless communication”. (2 marks)
- (ii) Highlight four situations which could justify the use of wireless technology by an organisation. (4 marks)
- (Total: 20 marks)**
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ATD LEVEL I

DICT LEVEL I

DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 22 November 2016.

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) Distinguish between "mobile money" and "mobile banking". (4 marks)
- (ii) Explain four benefits of using mobile money technology to an enterprise. (4 marks)
- (b) Highlight four factors an entrepreneur could consider before investing in a public limited company. (4 marks)
- (c) Discuss four strategies that an entrepreneur could use to conduct on-line marketing. (8 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Analyse six steps of the risk management process in an organisation. (6 marks)
- (b) Discuss five reasons why it is important for an entrepreneur to carry out self assessment. (10 marks)
- (c) Outline four purposes of the business description section of a business plan. (4 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Explain four social barriers that could hinder the growth of youth entrepreneurship in a nation. (4 marks)
- (b) Describe four entry strategies an entrepreneur could use at the start-up stage of a business venture. (8 marks)
- (c) Summarise four benefits that could accrue to an organisation due to the Chief Executive being a corporate entrepreneur. (8 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Explain four roles of an entrepreneur in decision making process. (8 marks)
- (b) Suggest four techniques an entrepreneur could use to generate business ideas. (8 marks)
- (c) State four factors which could limit an entrepreneur from setting business goals. (4 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Highlight four functions of feedback communication in an organisation. (4 marks)
- (b) Discuss four benefits of using electronic data interchange in an organisation. (8 marks)
- (c) Describe four ways an organisation could make communication through posters more effective. (8 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Explain five merits of using e-mail messages by an organisation. (5 marks)
 - (b) In relation to ethics in communication:
 - (i) Define the term “ethnocentrism”. (2 marks)
 - (ii) Discuss four measures a business enterprise could put in place to promote integrity in communication. (8 marks)
 - (c) Highlight five merits of using closed ended questions during an interview. (5 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Explain four uses of pre-printed forms in an organisation. (4 marks)
 - (b) Analyse four measures organisations could put in place to make grapevine communication effective. (8 marks)
 - (c) (i) Distinguish between “minutes of resolution” and “minutes of narration”. (4 marks)
 - (ii) Highlight four reasons why minutes of meetings are important to an organisation. (4 marks)
- (Total: 20 marks)**

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KASNEB

ATD LEVEL I

DICT LEVEL I

DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

TUESDAY: 24 May 2016.

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) Distinguish between "an entrepreneur" and "entrepreneurship". (4 marks)
- (b) Outline four benefits which could accrue to an economy from business incubation. (4 marks)
- (c) Describe six stages of the creative process. (12 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) State five characteristics of a good brand name. (5 marks)
- (b) Highlight five challenges associated with e-commerce. (5 marks)
- (c) Suggest five strategies that a government could use to promote growth of entrepreneurship in a country. (10 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Analyse five benefits that could accrue to an entrepreneur from embracing business innovation. (10 marks)
- (b) Discuss five factors an entrepreneur could consider before acquiring another business. (10 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) With reference to the business planning process:
- (i) Distinguish between "an operation plan" and "a financial plan". (4 marks)
- (ii) Identify four stakeholders who might be interested in a business plan. (4 marks)
- (iii) Outline one role of a business plan to each of the stakeholders identified in (a)(ii) above. (4 marks)
- (b) Discuss four factors an entrepreneur could consider before selecting a product to produce. (8 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) (i) Differentiate between "ethics" and "integrity". (4 marks)
- (ii) Explain six reasons why ethics are important in a business organisation. (12 marks)
- (b) Highlight four factors that could hinder presentation of a press report. (4 marks)
- (Total: 20 marks)**

AD13, TD13 & CD13 Page 1
Out of 2

QUESTION SIX

- (a) Explain four limitations of oral communication. (8 marks)
- (b) (i) Differentiate between "a standing committee" and "an ad hoc committee". (4 marks)
- (ii) Summarise eight merits of forming committees in an organisation. (8 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) (i) Explain the term "video conferencing". (2 marks)
- (ii) Identify four situations which could justify the use of video conferencing as a medium of communication. (4 marks)
- (b) Suggest four uses of brochures in an organisation. (4 marks)
- (c) Discuss five disadvantages of diagonal communication. (10 marks)
- (Total: 20 marks)**
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KASNEB

ATD LEVEL I

DICT LEVEL I

DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

WEDNESDAY: 18 November 2015.

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) Outline four primary characteristics of a successful entrepreneur. (4 marks)
- (b) Analyse five obstacles that could inhibit growth of entrepreneurship in a nation. (10 marks)
- (c) Highlight six ways of obtaining information about business competitors. (6 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Outline four benefits of a good marketing plan. (4 marks)
- (b) Discuss four components of a feasibility analysis report. (8 marks)
- (c) Suggest four techniques an entrepreneur could use to mitigate business risks. (8 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) (i) Distinguish between "crowd sourcing" and "crowd funding". (4 marks)
- (ii) Describe four types of crowd funding. (8 marks)
- (b) Summarise four benefits which could accrue to an entrepreneur from assessing the business environment. (8 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) State four fundamental characteristics of a good business website. (4 marks)
- (b) Explain four benefits of rational decision making to an entrepreneur. (8 marks)
- (c) Suggest four ways in which a business could use the penetration strategy to gain competitive advantage. (8 marks)
- (Total: 20 marks)**

SECTION II

QUESTION FIVE

- (a) Outline five characteristics of a well structured questionnaire. (5 marks)
- (b) Highlight three functions of downward communication in an organisation. (3 marks)
- (c) Analyse six reasons why organisations publish business newsletters. (12 marks)
- (Total: 20 marks)**

AD13, TD13 & CD13 Page 1
Out of 2

QUESTION SIX

- (a) Identify four features of ethical communication in an organisation. (4 marks)
 - (b) Explain four merits of effective listening. (8 marks)
 - (c) Discuss four reasons that could contribute to the failure of a meeting. (8 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Outline four benefits of using fibre optic cable to a business organisation. (4 marks)
 - (b) Explain four advantages of using mobile wireless technology in an organisation. (8 marks)
 - (c) Discuss four merits of incorporating visual aids in business reports. (8 marks)
- (Total: 20 marks)**
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KASNEB

ATD LEVEL I

DICT LEVEL I

DCM LEVEL I

ENTREPRENEURSHIP AND COMMUNICATION

PILOT PAPER

September 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) Define the term "entrepreneur". (2 marks)
- (b) Explain five reasons why time management is important to an entrepreneur. (10 marks)
- (c) Explain four reasons why the government finds it necessary to develop entrepreneurs amongst its citizens. (8 marks)
- (Total: 20 marks)

QUESTION TWO

- (a) Define the term "creativity". (2 marks)
- (b) Explain any five characteristics common to successful entrepreneurs. (10 marks)
- (c) Demonstrate any four reasons why entrepreneurship is important to an individual. (8 marks)
- (Total: 20 marks)

QUESTION THREE

- (a) Explain the term "business opportunity". (2 marks)
- (b) In reference to entrepreneurship, illustrate the relevance of "SWOT analysis". (8 marks)
- (c) Explain five reasons why business incubation is essential for achievement of your country's development blue print. (10 marks)
- (Total: 20 marks)

QUESTION FOUR

- (a) Briefly discuss five chapters of a business plan. (10 marks)
- (b) Differentiate between "franchising" and "joint ventures" as strategies for enterprise growth. (6 marks)
- (c) Demonstrate four benefits that an entrepreneur could get from the use of the internet. (4 marks)
- (Total: 20 marks)

SECTION II

QUESTION FIVE

- (a) Discuss any three forms that business communication can take. (6 marks)
- (b) For effective business communication to take place, the sender must demonstrate certain characteristics. Explain any four such characteristics. (4 marks)
- (c) With the aid of a well labelled diagram, illustrate the business communication process. (10 marks)
- (Total: 20 marks)

AD13, TD13 & CD13 Pilot Paper Page 1 Out of 2

QUESTION SIX

- (a) Explain any five benefits of effective communication to a business. (5 marks)
- (b) Your Chief Executive Officer (CEO) has called a meeting for all employees to discuss issues affecting production within the organisation.

As the secretary to the meeting:

- (i) Prepare a one page notice of the meeting incorporating five possible agenda items. (5 marks)
 - (ii) Draft minutes of the meeting proceedings to be confirmed by the Chief Executive Officer in the next meeting. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Discuss any five barriers to effective business communication. (5 marks)
 - (b) For the last one year, your organisation has been experiencing difficulties resulting from lack of staff morale, high labour turnover and pilferage among others.
 - (i) As the Chief Executive Officer, draft a memo to all staff aimed at managing the above challenges. (8 marks)
 - (ii) As the chief human resource officer, write a letter inviting a short listed candidate for an interview to replace one of the employees; a plant supervisor who has so far left your organisation. (7 marks)
- (Total: 20 marks)**
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