KASNEB
CPA PART I SECTION I
CIFT PART I SECTION I
CIFA PART I SECTION I
CCP PART I SECTION I
ENTREPRENEURSHIP AND COMMUNICATION


Time Allowed: 3 hours.

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

SECTION I

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

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

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

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

SECTION II

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

(Total: 20 marks)

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

(Total: 20 marks)

QUESTION SEVEN
(a) In the context of communication, describe five sources of ethics. (10 marks)
(b) Identify six measures that a speaker should take to ensure clarity. (6 marks)
(c) Explain four purposes of an agenda for a meeting. (4 marks)

(Total: 20 marks)