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

SECTION I

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

(b) In relation to e-commerce, explain the following terms:
   (i) Payment gateway. (2 marks)
   (ii) E-solution providers. (2 marks)
   (iii) Content providers. (2 marks)

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

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

(Total: 20 marks)

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

   (b) (i) Explain the term “conglomerate diversification”. (2 marks)
   (ii) Highlight six reasons that could lead to conglomerate diversification. (6 marks)

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

(Total: 20 marks)

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

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

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

(Total: 20 marks)

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

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

(Total: 20 marks)
SECTION II

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

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

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