May 2014

SECTION 1

QUESTION ONE

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

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

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

QUESTION TWO

a) Analyze five drivers of innovation. (10 marks)

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

QUESTION THREE

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

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

QUESTION FOUR

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

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

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

SECTION 2

QUESTION FIVE

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

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

c) The Training Manager of B and B Limited has organized a workshop on performance management. The workshop will be held on Saturday, 7 June 2014 at Penaita Convention Center. As the Deputy Training Manager, you have been tasked with writing a memorandum to all members of staff informing them of the workshop, the venue and date. Using the above information and any other relevant information, write a memorandum to be circulated to all members of the staff. (10 marks)

QUESTION SIX

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

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

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

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

QUESTION SEVEN

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

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

c) Explain four reasons why horizontal communication could fail to achieve desired results in an organization (8 marks)