

Level 6

Demonstrate Entrepreneurial Skills

Nov/Dec 2024



**TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION
COUNCIL (TVET CDACC)**

WRITTEN ASSESSMENT

Time: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Marks for each question are indicated in the brackets.
2. The paper consists of **TWO** sections: **A** and **B**.
3. Candidates are provided with a separate answer booklet
4. **DO NOT** write on this question paper.

This paper consists of THREE (3) printed pages

**Candidates should check the question paper to ascertain that all pages
are printed as indicated and that no questions are missing**

SECTION A (40 MARKS)

Answer ALL the questions in this section.

1. June is an aspiring entrepreneur, who intends to establish a business. She plans to generate new business ideas and select the most viable ones. List FIVE characteristics of a viable business idea. (5 Marks)
2. Integration of ICT in a business, is a key aspect that all entrepreneurs should consider when carrying out their business operations. List FOUR advantages of ICT in a business. (4 Marks)
3. Successful entrepreneurs professionally conduct themselves and portray certain characteristics. Highlight FOUR characteristics of a successful entrepreneur. (4 Marks)
4. The government of Kenya appreciates entrepreneurship since it contributes greatly to the economy of the country. State FIVE contributions of entrepreneurship towards national development. (4 Marks)
5. Grace recently established a business; she has been experiencing a lot of challenges when managing the business. Highlight FOUR challenges faced by startups. (4 Marks)
6. A business plan is a document that acts as a guideline for starting a business. List FOUR advantages of developing a business plan. (4 Marks)
7. Entrepreneurs value innovation and implement innovative strategies in their business. List THREE ways that entrepreneurs can enhance innovation in their businesses. (3 Marks)
8. Before starting a business, it is important to consider various factors. Mention FOUR factors that an entrepreneur should consider before starting a business. (4 Marks)
9. Wamuyu opted to resign from her salaried employment due to her inner desire to be self-employed. Explain FOUR advantages of self-employment. (4 Marks)
10. Beatrice and Janet were discussing the differences between an entrepreneur and a business person, but they were not able to clearly distinguish them. Highlight FOUR differences between an entrepreneur and a business person. (4 Marks)

SECTION B (60 MARKS)

Answer question 11 and any other two questions in this section.

11. The manager of Wamanane Enterprise encouraged employees to use proper channels of communication when airing their grievances and suggestions. The use of poor channels of communication negatively influences business operations and can also lead to conflict among employees.
- a) Explain FIVE advantages of enhancing effective communication in an organization. (10 Marks)
 - b) Outline FIVE characteristics of an appropriate channel of communication. (10 Marks)
12. The government of Kenya implements policies that are meant to promote and encourage entrepreneurship. The government has been at the forefront of promoting entrepreneurship in the country by creating favorable business policies and a conducive business environment.
- a) Explain FIVE government policies implemented by the government to promote entrepreneurship in the country. (10 Marks)
 - b) Explain FIVE advantages of government involvement in business operations. (10 Marks)
13. Deon has been facing stiff competition from other related businesses, therefore she decided to carry out competitors' analysis, with the aim of obtaining more information that can aid them in enhancing business performance.
- a) Explain five advantages obtained from identifying and analysing the existing competitors. (10 Marks)
 - b) Explain FIVE environmental factors that Deon should also analyze to enhance business performance. (10 Marks)
- 14.
- a) A sole proprietorship is a form of business that is owned by only one person who oversees and manages all the business operations. Explain FIVE advantages of sole proprietorship form of business. (10 Marks)
 - b) Entrepreneurs require capital to start a business and carry out its operations. Selecting an appropriate source of finance is a key aspect that contributes to the growth and development of a business. Explain FIVE factors that should be considered when selecting a source of finance. (10 Marks)