

2506/101

2507/101

**ENTREPRENEURSHIP AND  
COMMUNICATION TECHNOLOGY**

Oct./Nov. 2018

Time: 3 hours



**THE KENYA NATIONAL EXAMINATIONS COUNCIL**

**DIPLOMA IN AERONAUTICAL ENGINEERING  
(AIRFRAME AND ENGINES OPTION)  
(AVIONICS OPTION)**

**MODULE I**

**ENTREPRENEURSHIP AND COMMUNICATION TECHNOLOGY**

**3 hours**

**INSTRUCTIONS TO CANDIDATES**

*You should have the following for this examination:*

*Answer booklet;*

*Drawing instruments;*

*Non-programmable Scientific calculator.*

*This paper consists of TEN questions in THREE sections; A, B and C.*

*Answer question ONE and any other question from section A, any TWO questions from section B and any ONE question from section C.*

*All questions carry equal marks.*

*Maximum marks for each part of a question are as indicated.*

*Candidates should answer the questions in English.*

**This paper consists of 5 printed pages.**

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

**SECTION A: INFORMATION COMMUNICATION TECHNOLOGY (40 marks)**

Answer **QUESTION 1** and any other **ONE** question from this section.

1. (a) Explain **three** functional units of the central processing unit. (6 marks)
- (b) Highlight **three** uses of internet in a learning institution. *Research, ease teaching factors things* (6 marks)
- (c) With reference to Microsoft Word:
- (i) define the term mail merge;
  - (ii) name and explain **three** documents created during the mail merge process. *letters mails attachments* (8 marks)

2. (a) Table 1 represents the employees database for Nomok College created using Microsoft Access.

**Table 1**

EMPLOYEE NUMBER	EMPLOYEE NAME	DEPARTMENT	BASIC SALARY (KSHS)
101	Faith Kyule	Catering	20,000.00
106	Amos Koech	Accounts	18,000.00
110	Purity Kamau	Library	24,000.00
118	Alex Ochieng	Catering	19,000.00
120	Mary Mule	House Keeping	22,000.00

- (i) Name the appropriate data type for the fields listed below:
  - (I) employee number;
  - (II) department;
  - (III) basic salary.
- (ii) Identify the appropriate field to be used as a primary key. Give a reason for your answer.
- (iii) Outline the database tool that can be used to display the employee name and department fields only. (6 marks)

(b) Name and state the function of the keyboard keys represented by the following symbols:

(i) ← ; *backspace*

(ii) ↵ ; *enter*

(iii) ↑ ; *shift*

(iv) ⇄ ; *skip*

*Examples  
research  
multipurpose*

(8 marks)

~~(c)~~ Outline **three** advantages of a computer over a calculator. (6 marks)

3. (a) Highlight **four** limitations of computer networking. (8 marks)

(b) Explain the following terms as used in Desktop Publishing:

(i) toolbox;

(ii) cropping;

(iii) master page. (6 marks)

(c) Explain **three** components of a spreadsheet. (6 marks)

4. (a) Using table 2 below, classify the listed storage devices:

hard disk; floppy disk;  
DVD RW; memory card;  
flash disk; zip disk.

**Table 2**

Optical	Magnetic	Solid State

(6 marks)

(b) Explain the following terms as used in Windows Operating Systems:

(i) desktop;

(ii) icon;

(iii) task bar.

(6 marks)

(c) With reference to Microsoft Powerpoint:

(i) define the term slide;

(ii) explain **three** types of views used when creating a presentation.

(8 marks)

### SECTION B: ENTREPRENEURSHIP (40 marks)

Answer **TWO** questions from this section.

5. (a) Outline **five** reasons that may encourage an individual to leave salaried employment and start a business. (5 marks)

(b) Mr. Mapato wants to start a seafood restaurant. Explain **five** environmental factors he should consider before venturing into the business. (10 marks)

- landscape - infra  
- climate - noise - cleanliness

(c) Outline **five** reasons that may hinder business firms from using ICT in their operations. (5 marks)

6. (a) Explain **four** cultural factors that may inhibit entrepreneurial development in Kenya. (8 marks)

Gender  
- communalism / polygamy  
- discrimination

(b) Outline **three** benefits of a business social responsibility to:  
(i) shareholders;  
(ii) community. (6 marks)

(c) Giving relevant examples, explain the following types of entrepreneurs:  
(i) acquirers;  
(ii) speculators;  
(iii) social entrepreneurs. (6 marks)

7. (a) Explain **five** benefits of keeping business records in an organization. (10 marks)

(b) (i) Define the term E-commerce.  
(ii) Explain **four** benefits of e-commerce to consumers. (10 marks)

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8. (a) Manyak has been advised to write a business plan before starting a business.
- (i) Outline the information he should include in the marketing plan component of the business plan.
- (ii) Outline the procedure Manyak should follow in starting the business. (12 marks)
- (b) Explain **four** ways of identifying a business opportunity. (8 marks)

**SECTION C: COMMUNICATION SKILLS (20 marks)**

*Answer any ONE question from this section.*

9. (a) Highlight **four** factors that influence the choice of a communication channel. (8 marks)
- (b) (i) Outline **three** disadvantages of oral communication. *miss out points.*
- (ii) Highlight **three** circumstances when written communication would be preferred. *official - language barrier* (6 marks)
- (c) Explain **three** types of interviews that may be conducted in an organization. (6 marks)
10. (a) Differentiate between the following types of communication:
- (i) upward and downward communication;
- (ii) diagonal and horizontal communication. (4 marks)
- (b) Outline **four** qualities of an effective customer care officer. (4 marks)
- (c) Outline **four** roles of non-verbal communication. (4 marks)
- (d) Following the escalating cases of terrorism, you plan to hold a meeting with the staff in your organization to address the safety measures to be taken. Write a notice for the meeting indicating the agenda. (8 marks)

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