

2506/101
2507/101
**ENTREPRENEURSHIP AND
COMMUNICATION TECHNOLOGY**
Oct./Nov. 2019
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL
DIPLOMA IN AERONAUTICAL ENGINEERING
(AIRFRAMES AND ENGINES OPTION)
(AVIONICS OPTION)

MODULE I

ENTREPRENEURSHIP AND COMMUNICATION TECHNOLOGY

3 hours

INSTRUCTIONS TO CANDIDATES

*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 in the answer booklet provided.
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 **ONE (COMPULSORY)** and any other **ONE** question from this section.

1. (a) Outline **four** roles that the growth of Information Communication Technology (ICT) has played in the economy of Kenya. (4 marks)
- (b) John runs a small manufacturing firm with a network of computers. Explain **four** benefits that may be derived from networking computers in the firm. (8 marks)
- (c) Table 1 shows the marks expressed in percentage scored by students in different classes in a spread sheet.

Table 1

	A	B	C
1.	Name of Student	Year 1	Year 2
2.	John	60	89
3.	Tom	45	78
4.	Mary	35	35
5.	Thomas	87	39
6.	Subtotal	227	241

- (i) State the formula to be entered in cell C 6.
 - (ii) If a student gets more than 75% a bonus of 25% points is awarded. State the formula to establish whether John qualifies for the bonus in Year 1.
 - (iii) Comment on the formula in (ii).
 - (iv) Outline **four** types of storage in which the data in Table 1 may be stored. (8 marks)
2. (a) Explain **three** advantages of linking database tables. (6 marks)
 - (b) Explain **four** functions of an operating system in a computer. (8 marks)
 - (c) Outline **two** ways that may be used to wrap text on an object. (4 marks)
 - (d) Outline **two** types of desktop publishing software. (2 marks)
3. (a) Outline the importance of controlling a network configuration process. (4 marks)

- (b) Describe the procedure followed when checking for storage capacity in a hard disk. (4 marks)
- (c) Explain **four** ways that may be used to prevent unauthorised access of data in an organization. (8 marks)
- (d) Differentiate between 'internal commands' and 'external commands' as used in operating systems. (4 marks)
4. (a) Explain each of the following as used in word processing:
- (i) mail merge;
 - (ii) line spacing;
 - (iii) word wrap. (6 marks)
- (b) Outline **four** limitations of using a Local Area Network (LAN) in an organization. (4 marks)
- (c) Outline **four** errors that may appear in a spread sheet formula. (4 marks)
- (d) Explain **three** ways in which copyright infringement may arise from the use of downloaded graphical files from the internet. (6 marks)

SECTION B: ENTREPRENEURSHIP (40 marks)

Answer any TWO questions from this section.

5. (a) Explain **four** factors that may be considered when starting a small business. (8 marks)
- (b) Explain **four** uses of the financial plan section of a business plan. (8 marks)
- (c) Outline **four** business support services available to small enterprises. (4 marks)
6. (a) Outline **four** factors that may influence an enterprise's involvement in corporate social responsibility. (4 marks)
- (b) Explain **five** ways of evaluating the viability of a business idea. (10 marks)
- (c) Explain **three** economic challenges to entrepreneurship development in a country. (6 marks)

7. (a) Outline **four** sources of short term credit available to entrepreneurs. (4 marks)
- (b) Explain **four** advantages of entrepreneurial networks in a business. (8 marks)
- (c) Explain each of the following terms as used in entrepreneurship:
- (i) social entrepreneurs;
 - (ii) seed financing;
 - (iii) copyrights;
 - (iv) invoice. (8 marks)
8. (a) Outline **four** roles played by entrepreneurs towards national development. (4 marks)
- (b) Explain **four** characteristics of a cooperative society. (8 marks)
- (c) Moyo Limited is a business that was recently started in the Central Business District of Bakamoyo town. The owner followed all the necessary procedures to start the business and had good sales initially. The business expanded rapidly but soon after, the sales declined.
- (i) Outline **four** reasons that may have caused the decline in sales.
 - (ii) Outline **four** marketing activities that the business may undertake to increase sales. (8 marks)

SECTION C: COMMUNICATION SKILLS (20 marks)

Answer any ONE question from this section.

9. (a) Explain **three** ways of expressing courtesy when writing a formal email. (6 marks)
- (b) Explain **three** types of unethical communication practices within an organization. (6 marks)
- (c) Outline **four** details that should be included in a committee meeting minutes. (4 marks)
- (d) Outline **four** limitations of oral communication. (4 marks)

10. (a) Explain **three** challenges that may be experienced when offering customer care services to clients. (6 marks)
- (b) Explain the following terms as used in communication:
- (i) diplomacy;
 - (ii) paraphrase. (4 marks)
- (c) The management of Uza Ltd is concerned about a regular breakdown of equipment in the workshop. As the supervisor, you have been tasked to carry out investigations and write a report. Assuming all investigations are complete, write the report. (10 marks)

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