

2506/101  
2507/101  
ENTREPRENEURSHIP AND  
COMMUNICATION TECHNOLOGY  
June/July 2020  
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**

*You should have the following for this examination:*

*Answer booklet;*

*Mathematical tables/Non-programmable scientific calculator;*

*Drawing instruments.*

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

*Answer question ONE (compulsory) and any other ONE question from section A.*

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

*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.**

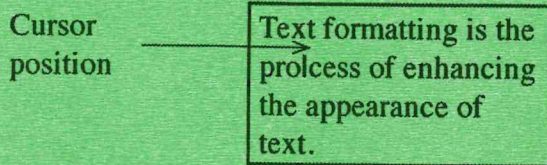
**Candidates should check the question paper to ascertain that  
all the pages are printed as indicated and that no questions are missing.**

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

*Answer question ONE (compulsory) and any other ONE question from this section.*

1. (a) With reference to word processing, outline the appropriate save option for each of the following instances:
- (i) saving a document for the first time;
  - (ii) saving changes made in an existing document;
  - (iii) saving an existing document with a different name;
  - (iv) saving an existing document in a different location.
- (4 marks)
- (b) Outline **four** differences between bus and star network topologies.
- (8 marks)
- (c) Explain the function of each of the following computer softwares:
- (i) utility software;
  - (ii) networking software.
- (4 marks)
- (d) List **four** input devices that capture data directly to a computer.
- (4 marks)

2. (a) The following text is being composed using microsoft word.



Outline the effect of pressing each of the following keyboard keys:

- (i) tab;
  - (ii) backspace;
  - (iii) enter;
  - (iv) delete.
- (4 marks)
- (b) Explain **three** magnetic storage devices of a computer.
- (6 marks)
- (c) (i) Define a database.
- (ii) Highlight **four** threats to data stored in a database.
- (6 marks)

(d) Outline **four** characteristics of second generation computers. (4 marks)

3. (a) Table I shows an extract of data from a microsoft excel worksheet.

**Table I**

	A	B	C	D
1	ITEM	QUANTITY	PRICE	COST
2	Maize	10	850	
3	Bananas	50	10	
4	Milk	48	60	
5	Carrots	25	100	
6	Total			
7	Lowest Quantity			
8	Highest Price			

Write the appropriate function to compute:

- (i) cost of bananas;
- (ii) total cost of all items;
- (iii) item with the lowest quantity;
- (iv) item with the highest price.

(8 marks)

(b) (i) Define the term computer virus.

(ii) Outline **four** ways in which viruses may spread in computer systems.

(6 marks)

(c) Explain **three** uses of Information Communication Technology (ICT) in the airline industry.

(6 marks)

4. (a) Explain each of the following terms as applied in desktop publishing:

- (i) cropping;
- (ii) toolbox.

(4 marks)

(b) Distinguish between BCC and CC as used in e-mails.

(4 marks)

(c) Explain **four** types of views in a microsoft powerpoint presentation.

(8 marks)

(d) Outline **four** reasons that may make an organization opt to develop her own software rather than buy the software.

(4 marks)

**SECTION B: ENTREPRENEURSHIP (40 marks)**

*Answer any TWO questions from this section.*

5. (a) With the aid of an illustration, explain the stages of the business life cycle. (12 marks)
- (b) (i) Outline **four** obstacles to effective management of a family business.
- (ii) Highlight **four** difficulties that a business may face due to lack of record keeping. (8 marks)
6. (a) Explain each of the following types of entrepreneurs:
- (i) opportunistic;
- (ii) professionals;
- (iii) solo operators. (6 marks)
- (b) Explain **six** components of a business plan. (12 marks)
- (c) Outline **two** benefits of using a computer application software in a business enterprise. (2 marks)
7. (a) Explain **five** arguments that may be raised against Corporate Social Responsibility (CSR) of a business. (10 marks)
- (b) Outline **five** disadvantages of a limited company. (5 marks)
- (c) Highlight **five** economic factors that may discourage entrepreneurial development in a county. (5 marks)
8. (a) (i) Outline **four** objectives of business ethics.
- (ii) Explain **three** measures that may be taken to enforce business ethics among business men (10 marks)
- (b) Highlight **four** challenges that may be faced by co-operative societies in Kenya. (4 marks)
- (c) Explain **three** types of business incubators. (6 marks)

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

*Answer any ONE questions from this section.*

9. (a) Explain **four** factors that may be considered when determining the choice of a communication medium. (8 marks)
- (b) Outline **four** benefits that an organization may derive from using email for communication. (4 marks)
- (c) Following a successful application for a job at Jury Airlines, Pendo has been invited for an interview for the post of an Aircraft Engineer. Highlight **four** preparations she may make before attending the interview. (4 marks)
- (d) Highlight **four** uses of formal reports in an organization. (4 marks)
10. (a) As the head of engineering department at Fanisi Airlines, you are required to hold a departmental meeting to discuss the annual procurement plan and maintenance schedule for the next financial year. Write a notice for the meeting. (8 marks)
- (b) Explain **three** competencies that a customer care officer should possess. (6 marks)
- (c) List **four** methods of upward communication that may be used in an organization. (2 marks)
- (d) Outline **four** measures that may be taken to improve the quality of an oral presentation. (4 marks)

**THIS IS THE LAST PRINTED PAGE.**