

2506/101  
2507/101  
ENTREPRENEURSHIP AND  
COMMUNICATION TECHNOLOGY  
Oct./Nov. 2023  
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;*

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

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

*Candidates should answer the questions in English.*

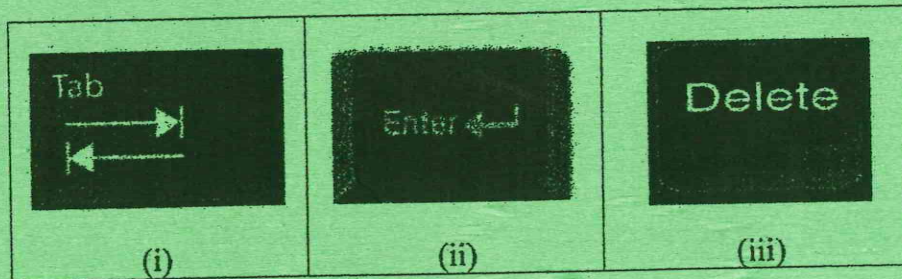
**This paper consists of 5 printed pages.**

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

1. (a) Outline **four** challenges associated with first generation computers. (4 marks)
- (b) State **four** reasons that may make an organization to establish a Local Area Network (LAN). (4 marks)
- (c) Figure 1 shows keys found on the computer keyboard:



**Fig. 1**

Explain the function of each key. (6 marks)

- (d) Explain the circumstance under which a student would use each of the following word processing application commands:

- (i) alignment;
- (ii) thesaurus;
- (iii) change case.

(6 marks)

2. (a) Distinguish between single tasking and multitasking operating systems. (4 marks)
- (b) Table I shows a worksheet used to show sales in a hardware shop.

**Table I**

	A	B	C	D	E	F
1	ITEM NAME	BUYING PRICE	SELLING PRICE	PROFIT	UNITS SOLD	TOTAL PROFIT
2	Metal rods	1850	2400		38	
3	Hammer	900	1380		14	
4	Horse pipe	3200	5650		76	
5	Iron sheets	750	1320		190	
6	Measuring tape	450	820		35	
7	GRAND TOTAL PROFIT					

(i) Write an expression that would be used to compute the:

- (I) profit for iron sheets;
- (II) total profit for metal rods;
- (III) grand total profit for all items.

(ii) Explain the spreadsheet feature that would be used to display items with a selling price of above 2000.

(8 marks)

(c) Explain **four** benefits that an organization may derive from using database management software. (8 marks)

3. (a) Explain the function of each of the following tools used in desktop publishing software:

- (i) margins;
- (ii) drop cap;
- (iii) page orientation.

(6 marks)

(b) Figure 2 shows icons found in a presentation software.

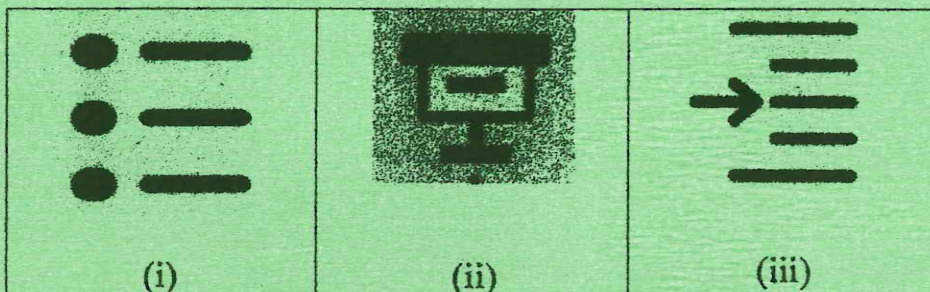


Fig. 2

Explain the function of each icon.

(6 marks)

(c) (i) Distinguish between soft copy output and hardcopy output.

(ii) List **four** examples of computer output devices.

(8 marks)

4. (a) Explain **four** physical security measures that an organization may put in place to prevent unauthorized access to its computers. (8 marks)

(b) (i) Distinguish between in-house developed software and off-the-shelf software.

(ii) Outline **two** advantages of off-the-shelf software.

(6 marks)

- (c) A data entry clerk is using a mouse to issue commands to an application software. Explain the effect of performing each of the following mouse actions:

- (i) right clicking;
- (ii) double clicking;
- (iii) clicking.

(6 marks)

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

*Answer any TWO questions from this section.*

5. (a) Explain **three** demerits of salaried employment. (6 marks)
- (b) Explain **three** reasons that make sole proprietorship form of business popular. (6 marks)
- (c) Explain **four** economic obstacles to entrepreneurship development in a country. (8 marks)
6. (a) Outline **four** contents of the marketing plan section of a business plan. (4 marks)
- (b) Explain **four** challenges faced by small scale enterprises during the start-up stage. (8 marks)
- (c) Explain **four** social responsibilities of a business enterprise to its consumers. (8 marks)
7. (a) Explain **four** obstacles that may be encountered by small business enterprises adopting appropriate technology. (8 marks)
- (b) Explain **four** strategies that may be adopted to promote time management in an organization. (8 marks)
- (c) List **four** advertisement media that may be used by a business enterprise. (4 marks)
8. (a) Explain **four** roles of an entrepreneur in a business enterprise. (8 marks)
- (b) Outline **six** factors that may be considered when pricing the products of a business enterprise. (4 marks)
- (c) Explain **three** reasons that make it necessary to evaluate a business opportunity before starting a business. (8 marks)

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

*Answer any ONE question from this section.*

9. (a) State **four** objectives that an airline company may seek to achieve through effective communication. (4 marks)
- (b) Outline **three** differences between vertical communication and lateral communication. (6 marks)
- (c) Musa intends to attend an online interview. Explain **three** ways in which he may make a positive impression during the interview. (6 marks)
- (d) Distinguish between customer care and public relations. (4 marks)
10. (a) Distinguish between message encoding and message decoding in relation to communication. (4 marks)
- (b) Table II shows the profits made at Papras Airlines for a period of four years.

**Table II**

Year	Profit (in million Ksh)
2020	120
2021	150
2022	360
2023	270

- Represent the information in a pie chart. (8 marks)
- (c) The manager at Pamoja Limited prefers to present reports using powerpoint. Explain **four** reasons that may account for this preference. (8 marks)

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