

2506/101  
2507/101  
**ENTREPRENEURSHIP AND  
COMMUNICATION TECHNOLOGY**  
March/April 2024  
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 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** features of super computers. (4 marks)
- (b) Distinguish between slide show view and slide sorter view as used in presentation software. (4 marks)
- (c) The following document was created using a word processing application.

<b>TALAKAT COLLEGE OF TECHNOLOGY</b>	
<b>DEPARTMENT</b>	<b>COURSES OFFERED</b>
ICT	<ul style="list-style-type: none"><li>• Certificate in ICT</li><li>• Diploma in ICT</li><li>• Computer maintenance</li><li>• Networking</li></ul>
Engineering	<ul style="list-style-type: none"><li>a) Electrical engineering</li><li>b) Mechanical engineering</li><li>c) Automotive engineering</li><li>d) Architecture</li></ul>
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Identify **six** formatting features applied in the document. (6 marks)

- (d) Explain each of the following terms as used in data security:
- (i) piracy;
  - (ii) virus;
  - (iii) log files.
- (6 marks)

2. (a) Explain the function of each of the following commands in spreadsheet applications:
- (i) autosum;
  - (ii) filter;
  - (iii) wrap text.
- (6 marks)

- (b) (i) Distinguish between system software and application software.
- (ii) List **four** types of system software. (8 marks)

(c) Explain the circumstances under which a database developer may use each of the following features of database management software:

- (i) primary key;
- (ii) query;
- (iii) form.

(6 marks)

3. (a) Outline **four** features of Wide Area Networks (WAN).

(4 marks)

(b) Explain **four** functions of a computer operating system.

(8 marks)

(c) Figure 1 shows icons found in desktop publishing applications.

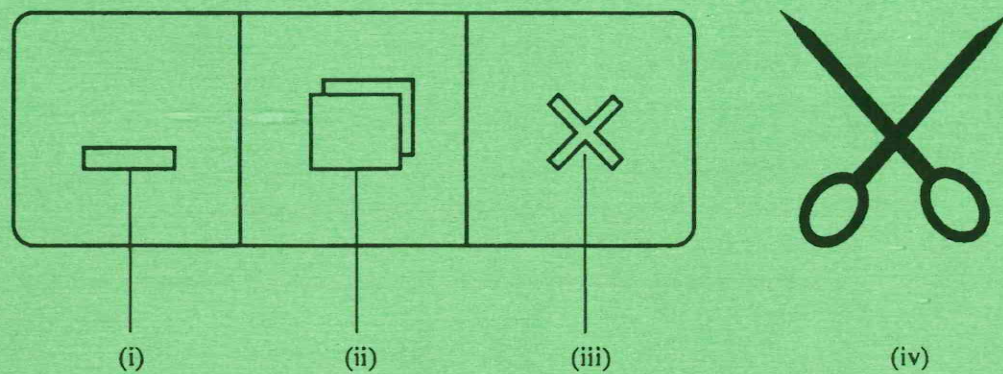


Fig. 1

Explain the function of each icon.

(8 marks)

4. (a) Explain the effect of pressing each of the following keys on the computer keyboard:

- (i) capslock;
- (ii) backspace;
- (iii) spacebar.

(6 marks)

(b) Explain **three** benefits that an individual may derive from online learning.

(6 marks)

(c) Distinguish between downloading and uploading as used in the internet.

(4 marks)

(d) Outline **two** functions of each of the following components of the Central Processing Unit (CPU):

- (i) control unit;
- (ii) arithmetic and logic unit (ALU);

(4 marks)

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

*Answer any TWO questions from this section.*

5. (a) Certain factors in the political environment of a country may negatively affect entrepreneurial activities. Explain **four** such factors. (8 marks)
- (b) (i) Distinguish between an innovative entrepreneur and an imitative entrepreneur.  
(ii) List **four** traits of a successful entrepreneur. (8 marks)
- (c) Explain each of the following methods of generating business ideas:  
(i) focus group;  
(ii) brainstorming. (4 marks)
6. (a) The management of Sawa Enterprises plans to engage in social responsibility activities. Explain **four** activities that the enterprise may engage in. (8 marks)
- (b) Explain **four** reasons that make time management an important entrepreneurial competence. (8 marks)
- (c) Outline **four** objectives that an organization may seek to achieve through sales promotion. (4 marks)
7. (a) Explain **four** benefits that a business organization may derive from embracing e-business. (8 marks)
- (b) Beth is in the process of preparing support documents to be attached to the appendix section of a business plan. List **six** such documents. (6 marks)
- (c) Outline **six** advantages of operating a partnership form of business. (6 marks)
8. (a) Explain each of the following stages of a business life cycle:  
(i) growth stage;  
(ii) maturity stage;  
(iii) decline stage. (6 marks)

- (b) (i) Explain the term 'business opportunity'.  
(ii) Outline **six** indicators of a viable business opportunity. (8 marks)
- (c) Explain **three** benefits of using computers for office operations in a business enterprise. (6 marks)

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

*Answer any ONE question from this section.*

9. (a) Outline **three** differences between formal communication and informal communication. (6 marks)
- (b) Patricia is in the process of writing an official email. Outline **four** ways in which she may demonstrate etiquette during this process. (4 marks)
- (c) The position of flight inspector has fallen vacant at Papasi airlines limited. As the communications assistant, draft an advertisement for this position to be placed in one of the local dailies. (10 marks)
10. (a) Outline the steps that should be followed when summarizing a passage. (6 marks)
- (b) Outline **six** qualities that a customer care officer should possess to succeed in his work. (6 marks)
- (c) Explain the purpose served by each of the following types of interviews in an organization:  
(i) appraisal;  
(ii) grievance. (4 marks)
- (d) Highlight **four** uses of the agenda with respect to a meeting. (4 marks)

**THIS IS THE LAST PRINTED PAGE.**