

2506/101

2507/101

**ENTREPRENEURSHIP AND
COMMUNICATION TECHNOLOGY**

Oct./Nov. 2017

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 **THREE** sections; A, B and C.*

*Answer **Question 1 (compulsory)** and any other **ONE** question from section A, answer **TWO** questions in section B and any **ONE** question in 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 4 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) In relation to computer security, outline **four** characteristics exhibited by cyber criminals. (4 marks)
- (b) Highlight **three** types of information contained in the partition table of a hard disk drive. (3 marks)
- (c) Explain the role played by each of the following translator software:
- (i) assembler;
 - (ii) compiler;
 - (iii) interpreter. (6 marks)
- (d) Outline the procedure that should be followed to print out a document showing tracked changes in word processing. (3 marks)
- (e) Differentiate between simple attributes and composite attributes as used in database. (4 marks)
2. (a) Explain **three** categories of animations available in a presentation program. (6 marks)
- (b) Describe the procedure that should be followed when creating a website using a desktop publishing program. (6 marks)
- (c) Outline the steps that should be followed when designing a database. (8 marks)
3. (a) Distinguish between “*sidebars*” and “*pull quotes*” as used in publications generated using desktop publishing programs. (4 marks)
- (b) Explain **four** types of filters used in database applications. (8 marks)
- (c) Describe **four** pointing devices that may be used to input data into a computer. (8 marks)
4. (a) Describe each of the following categories of software suites:
- (i) office suite;
 - (ii) internet suite;
 - (iii) graphics suite. (6 marks)
- (b) Explain **three** functions of an operating system. (6 marks)
- (c) Outline **four** tasks performed using the client application in a client-server system. (4 marks)

- (d) Outline **four** reasons that have made the use of fibre optic systems popular in the recent past. (4 marks)

SECTION B: ENTREPRENEURSHIP (40 marks)

Answer TWO questions from this section.

5. (a) Explain **five** reasons that make it necessary for an organization to prepare a business plan. (10 marks)
- (b) Craft entrepreneurs exhibit certain characteristics. Outline **five** such characteristics. (10 marks)
6. (a) Explain **five** ways in which a computer may be useful to a business enterprise. (10 marks)
- (b) Mr. Bahati who has just retired from formal employment is contemplating on a business in which to invest his retirement benefits. Explain **five** ways through which he can generate a business idea. (10 marks)
7. (a) Highlight **five** measures that the management of an enterprise may take to minimise labour turnover. (10 marks)
- (b) Explain **five** consequences of slow entrepreneurial development in a country. (10 marks)
8. (a) Despite the growing need for businesses to be socially responsible, some businesses are reluctant to engage in corporate social responsibility initiatives. Explain **five** reasons that may account for this reluctance. (10 marks)
- (b) Sole proprietorship form of business ownership has become very popular with most entrepreneurs in the recent past. Explain **five** reasons that may account for this popularity. (10 marks)

SECTION C: COMMUNICATION SKILLS (20 marks)

Answer any ONE question from this section.

9. (a) Outline **four** purposes that communication may serve in an organization. (4 marks)
- (b) Distinguish between intrapersonal and interpersonal communication. (4 marks)
- (c) Explain the meaning of each of the following terms in relation to communication:
- (i) environment;
- (ii) decoding. (4 marks)
- (d) Explain **four** elements that a person should consider when writing a paragraph. (8 marks)
- 10 (a) State **four** uses of an organization chart in a business enterprise. (4 marks)
- (b) Highlight **three** differences between upward communication and downward communication. (6 marks)
- (c) Outline **four** indicators of etiquette during a face to face conversation. (4 marks)
- (d) Presentation slides should attract the attention of the audience to communicate effectively. Explain **three** elements that should be included during their preparation to achieve this objective. (6 marks)

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