

DIPLOMA IN AERONAUTICAL ENGINEERING

(AIRFRAME & ENGINES AND

AVIONICS)

TERM II

MODULE 1

ENTREPRENEURSHIP STUDIES

3HRS

Instruction to candidate

SECTION B

Answer only ONE question in this section

1. John Kaniu has won Ksh 500,000 in the geria munyaka competition. He has decided to open a hotel at the city selling fast foods .Advice John on the various forms of business ownership and the factors he should bear in mind in choosing which form would be appropriate for his business. (20 marks)
2. Clearly elaborate on the role the government can play to resuscitate the declining state of enterprise development in the economy. (20 marks)

COMMUNICATION SKILLS SECTION C

INSTRUCTIONS: ANSWER ANY ONE QUESTION

QUESTION ONE

- a) Clearly differentiate between linear concept and Shannon – Weaver model as used in communication. (4 mks)
- b) Briefly explain the process of communication. (8 mks)
- c) Explain the importance of etiquette in an organization. (4 mks)
- d) Explain TWO types of interview giving the objectives of the interview and the interviewee. (6 mks)

QUESTION TWO

- a) Explain five interviewing skills. (5 mks)
- b) Explain TWO forms of communication giving their advantages. (5 mks)
- c) Write an essay of about 300 words on the following topic:
“Importance of conservation of environment” (10 mks)

