



AMREF INTERNATIONAL TRAINING CENTER

Qualification Code : 102106T4COH/031306T4PSY/092306T4SWC
Qualification : Community Health Level 6/Counselling Psychology
Level 6/Social Work Level 6
Unit Code : HE/OS/CH/CC/05/6/A/,PSY/CU//BC/04/06,/BUS/OS/SW/04/06
Unit of Competency : Demonstrate Entrepreneurial Skills

WRITTEN ASSESSMENT

INSTRUCTIONS TO CANDIDATE

1. You have **THREE** hours to answer all the questions.
2. Marks for each question are indicated in the brackets.
3. The paper consists of **TWO** sections: A and B.
4. Do not write on the question paper.
5. A separate answer booklet will be provided.

*This paper consists of **THREE (3)** printed pages*

Candidates should check the question paper to ascertain that all the pages are printed as indicated

SECTION A: (40 MARKS)

Answer all the questions in this section.

1. As a graduate in your area of training, outline **four** resources that you may use to source a business idea. (4 Marks)
2. It has been noted that a business cannot be managed without finances. Identify **four** sources of business finance that can be used by an entrepreneur. (4 Marks)
3. Self-employment is an alternative form of employment. State **three** importance of self-employment to a fresh graduate. (3 Marks)
4. In any business activity the business person engages in various communications with customers. Mention **two** barriers to effective communication. (2 Marks)
5. A business plan is a written document that describes the goals and objectives of a business and lists the steps that will be taken to achieve them. State **four** uses of a business plan to a business. (4 Marks)
6. Highlight **four** characteristics of a company. (4 Marks)
7. Outline **three** ways that may help you to expand the market for your product and services in your county. (3 Marks)
8. Innovation is an instrument that a business uses to enhance its competitiveness. Highlight **four** types of business innovative strategies. (4 Marks)
9. Outline **three** impacts that a business operation has on the communities living around its area of operation (3 Marks)
10. State **four** characteristics that would have made you a successful entrepreneur. (4 Marks)

SECTION B: (60MARKS)

Answer question 11 any other TWO questions in this section

11. Zakaya, after graduating started a business that was successful compared to other similar businesses. His business was known in most parts of the county. He has always been in contact with government agencies while doing his business. At some point, he had a challenge maintaining his customer base. His former colleague approached him and advised him to expand the business ownership to cope with the stiff competition.

- a) Explain **five** ways the government would have supported his business. (10 Marks)
- b) Discuss **five** problems Zakaya could have encountered when starting his business. (10 Marks)
12. Business environment are factors that affect the operations of the business, they determine the success of the business.
- a) Explain **five** types of internal environment that affect a business. (10Marks)
- b) Discuss **five** factors to consider when evaluating a business environment. (10 Marks)
13. A graduate from, AMREF International Training Centre, is innovative and has different ideas on how to run his business.
- a) Describe to the graduate the **five** phases of business development. (10 Marks)
- b) Explain **five** requirements for entry into self-employment he should consider. (10 Marks)
14. In a training session, one of the facilitators emphasized the importance of entrepreneurship to the national development of a country.
- a) Support this by explaining **five** ways that were used to explain its importance. (10 Marks)
- b) Discuss **five** differences between a business person and an entrepreneur. (10 Marks)

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