

**LEVEL 6**

**Demonstrate Entrepreneurial Skills**

**July /Aug 2023**



**TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION  
COUNCIL (TVET CDACC)**

**WRITTEN ASSESSMENT**

**3 hours**

**INSTRUCTIONS TO CANDIDATES**

1. This paper has **THREE** sections A and B.
2. You are provided with a separate answer booklet.
3. Marks for each question are as indicated in the brackets ()
4. Do not write on the question paper.

**This paper consists of 3 printed pages**  
**Candidates should check the question paper to ascertain that all pages**  
**are printed as indicated and that no questions are missing**

**SECTION A: (40 MARKS)**

*Attempt all questions in this session*

1. The growth of entrepreneurship in Kenya has been facing several challenges. Mention THREE factors that affect entrepreneurial development in Kenya. (3 Marks)
2. After college you were appointed as the county legal officer. Identify TWO legal aspects that you may advise small businesses to incorporate. (2 Marks)
3. Many businesses have a general growth cycle which follows a certain sequence. Outline FIVE stages of a business life cycle. (5 Marks)
4. Some entrepreneurship trainees were arguing on the difference between an entrepreneur and a business person. Differentiate by defining an entrepreneur and a business person. (4 Marks)
5. Identify the FOUR basic P's that are used in the marketing mix. (4 Marks)
6. You have been invited to give a presentation about policies. Identify TWO government policies affecting small scale enterprises in Kenya that you would mention in the presentation. (2 Marks)
7. Point out FIVE key things they need to consider very carefully when developing a business innovation strategy. (5 Marks)
8. Outline TWO advantages of a good business plan. (2 Marks)
9. Rachael and Juma are graduates who have struggled to start a small business. Highlight FOUR challenges they might have faced when starting their small business. (4 Marks)
10. A consulting firm in its findings identified poor communication as a major challenge to its client. Identify FOUR barriers to effective communication. (4 Marks)
11. Highlight THREE factors that Peter may consider when sourcing finance to start his enterprise. (3 Marks)
12. As a business owner you are invited to advise Joywo women group on entrepreneurial matters. State TWO sources of business ideas they would consider when starting a business. (2 Marks)

**SECTION B: (60 MARKS)**

*Answer any THREE questions from this section*

13.

- a) Kumbamba Enterprise has been in business for two years and has realised that the business environment extends beyond the internal business environment. Explain FIVE factors that can be classified as external business environment. (10 Marks)
- b) You have been appointed as the head of promotion campaign in a leading mobile phone producer which wants to determine the performance of their products in the market. Discuss FIVE tools that can be used to determine the level of demand for a product. (10 Marks)

14.

- a) Motivational theories are used to guide enterprise owners on how to motivate their employees. Explain FIVE importance of motivation to employees in a business organization. (10 Marks)
- b) During a business plan writing competition, Jane was tasked to assess the executive summary section. Discuss the contents in an executive summary. (10 Marks)

15.

- a) You have been requested as an entrepreneurship trainee to participate in writing a hand out entitled The Entrepreneur. Discuss FIVE characteristics of an entrepreneur that you will include in the hand out. (10 Marks)
- b) In an examination, trainees were supposed to identify the entry requirements into self-employment. Explain FIVE entry requirements into self-employment. (10 Marks)

16.

- a) A survey during a customer week showed that Mzima Traders does not have data for the demand of its products. You are therefore asked to advise them on Product demand assessment. Discuss FIVE sources they can use to obtain information about the demand of their products. (10 Marks)
- b) The government of Kenya is encouraging youths to become entrepreneurs. Explain FIVE ways one can become an entrepreneur. (10 Marks)

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