

**031306T4PSY**

**Counselling Psychology Level 6**

**Apply Entrepreneurial Skills**

**July/August 2025**



**AMREF INTERNATIONAL TRAINING CENTER**

**CANDIDATE WRITTEN ASSESSMENT**

**Time: 3 HOURS**

**INSTRUCTIONS TO CANDIDATE**

1. Marks for each question are indicated in the brackets.
2. The paper consists of **TWO** sections: **A** and **B**.
3. Candidates are provided with a separate answer booklet
4. **DO NOT** write on this question paper.

**This paper consists of THREE (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)**

*Answer ALL the questions in this section.*

1. Entrepreneurship is the process that creates entrepreneurs. Outline Four ways through which entrepreneurs contribute to national development. (4 marks)
2. Identify Four ways which may help you to expand market for your goods and services. (4 marks)
3. Business environment is influenced by various factors. Highlight Four external factors that are found in the business environment. (4marks)
4. Starting a small business has its advantages but also you may face some challenges. Outline Four challenges that entrepreneurs may encounter when starting and operating small scale enterprises. (4marks)
5. State TWO examples associated with the following terms in relation to a business.
  - a). Strengths. (2 Marks)
  - b). opportunity. (2 Marks)
6. You advised your friend to engage in self-employment enumerate Four advantages that you gave them. (4 marks)
7. Some trainees requested you to explain why an enterprise requires market research. Highlight Four importance of market research. (4 Marks)
8. Businesses strive to ensure that they have captured and maintained a large customer base Identify Four benefits associated with building a loyal customer base? (4 Marks)
9. Business plan is a highly recommend document that every business person should formulate. Indicate FOUR reasons why an entrepreneur prepares a business plan. (4 Marks)
10. A good business idea has certain characteristics Identify Four these characteristics. (4 marks)

**SECTION B:(60 MARKS)**

**Answer Q11 and any other two Questions**

11. In a business training, the facilitator mentioned that Organizational competency refers to the collective capabilities, strengths, and attributes that enable an organization to deliver value, compete effectively in the market, and adapt to changes. It's about what an organization does best and how it achieves its goals, distinguishing it from competitor. This is associated with a good customer base.' Happy customers are repeat customers'
- a) Discuss FIVE ways that a business can use to reward its loyal customers for repeat purchases. (10 Marks)
  - b) Explain Five strategies that entrepreneurs can use to motivate their employees. (10 marks)
12. The manager of ICT was invited to give a talk on innovation at ABC enterprise.
- a) Discuss FIVE reasons for creativity and innovation in an enterprise. (10marks)
  - b) Explain Five entrepreneurial competency skills that one should have. (10marks)
13. Entrepreneurs portray certain characteristics that enable the entrepreneur to be successful in their businesses.
- a) Discus Five characteristics of an entrepreneur. (10 marks)
  - b) Explain Five types of entrepreneurs. (10marks)
14. Young entrepreneurs after receiving Hustler fund, were seeking information about sources of business ideas.
- a) Explain to them FIVE sources where business ideas can be obtained from. (10 Marks)
  - b) Discus FIVE factors that they can use to evaluate the viability of a business opportunity. (10 Marks)