

LEVEL 6**Demonstrate Entrepreneurial Skills****July/August 2024****TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION
COUNCIL (TVET CDACC)****WRITTEN ASSESSMENT****Time: 3 hours****INSTRUCTIONS TO CANDIDATES**

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

This paper consists of 4 printed pages**Candidates should check the question paper to ascertain that all pages
are printed as indicated and that no question is missing**

SECTION A: (40 MARKS)

*Answer **all** questions in this section.*

1. Entrepreneurs encounter various challenges while carrying out their business operations. Highlight FOUR of these challenges. (4 Marks)
2. Successful entrepreneurs possess certain characteristics that enable them to prosper in their business. State FOUR such characteristics. (4 Marks)
3. Doris is a college student; she is intending to engage into self-employment after graduating. State FOUR advantages of engaging into self-employment. (4 Marks)
4. Government of Kenya, greatly acknowledge entrepreneurship. List FOUR ways in which the government has contributed towards entrepreneurships growth and development in Kenya. (4 Marks)
5. Effective communication is one of the factors that contribute to business success. Highlight FOUR advantages of effective communication to a business. (4 Marks)
6. Start-ups enterprises face a lot of challenges and some of them lead to closure. Highlight FOUR challenges facing these start-ups. (4 Marks)
7. Business plan act as a road map or a guide when starting a business. Highlight FOUR characteristics of a viable business plan. (4 Marks)
8. Business undergoes various stages in its life cycle. List FOUR characteristics of **growth stage** in the business life cycle. (4 Marks)
9. Entrepreneurs usually face challenges when generating new business ideas due to lack of knowledge on where to obtain them. Explain FOUR sources of business ideas. (4 Marks)
10. Innovation is a key aspect that propel a business towards success and improvement of business performance. Highlight FOUR benefits of enhancing innovation strategies in a business. (4 Marks)

SECTION B: (60 MARKS)

*Answer question 11 and any other **two** questions in this section.*

11. Entrepreneurs are people who scan environment, identify business opportunities, gather the necessary resources required to exploit the opportunity, start a business and make a profit. Despite their contribution to the environment, there are a lot of challenges that they face along the way while starting and conducting the business operations. Entrepreneurs thus require motivation that will encourage them to encounter the challenges that will emerge in their business and also be recognized for their contribution towards economic development in a country.
- a) Explain FIVE internal motivational factors that drives one into entrepreneurship. (10 Marks)
 - b) Explain FIVE contributions of entrepreneurs towards the economic growth of a country. (10 Marks)
12. Daniel is planning to establish a business; he approached Doris who advised him to venture into a private limited company form of business, he was also advised to conduct environmental analysis in order to ensure the company success.
- a) Explain FIVE disadvantages of operating a private limited company. (10 Marks)
 - b) Outline FIVE economic factors that should be considered when starting the business. (10 Marks)
- 13.
- a) It's possible to have what seems to be a great business idea, but if you haven't identified a good business opportunity, your idea won't succeed. You won't turn it into a successful business. Explain FIVE factors considered by entrepreneurs when evaluating business opportunities for viability. (10 Marks)
 - b) John established a business and its performance has greatly declined due to lack of motivation to the employees. Success of a business depends on how you motivate your employees. Explain FIVE techniques that can be applied to motivate employees. (10 Marks)
14. Entrepreneurs should be competent; this is because of the key roles and responsibilities that they undertake in their business. Competent entrepreneurs greatly enhance the success of their business.

- a) Explain FIVE roles played by an entrepreneur in their business. (10 Marks)
- b) Explain FIVE skills that should be possessed by an entrepreneur. (10 Marks)

END