

LEVEL 3**Demonstrate Entrepreneurial Skills****July /August 2024**

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

WRITTEN ASSESSMENT**Time: 2 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 5 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 (20 MARKS)

Answer **all** questions in this section. Each question carries 1 mark

1. An entrepreneur is one who starts a business. (True /False)
2. Entrepreneurship is the process of registering a business. (True /False)
3. Innovators improve existing products in the market. (True /False)
4. Self-employment involves offering a service in exchange of a salary. (True /False)
5. Advertisement involves creating awareness about the product. (True /False)
6. Match the questions below with the correct responses as used in entrepreneurship.

	Statement	Term
a)	_____ is someone who takes business risks.	Promoter
b)	When marketing a product, _____ is one of the Ps in the marketing mix.	Entrepreneur
c)	_____ is a function of an entrepreneur.	Promotion
d)	The quantity that customers are willing to buy at a given price over a period of time is referred to as_____.	Donation
e)	_____ is a source of business finance	Demand

7. Identify which of the following is not a contribution of entrepreneurship to an economy.
 - A. Stimulating indigenous entrepreneurship and technological development.
 - B. Shrinking of jobs.
 - C. creating wealth and distributing income
 - D. Utilizing locally available resources

8. _____ is an emerging trend in entrepreneurship.
- A. Increased paperwork
 - B. Globalization
 - C. Creation of employment
 - D. Product development
9. Which of the following is an advantage of ICT to a business.
- A. Hacking
 - B. Increases business costs
 - C. Flexibility
 - D. Less audience.
10. Which of the following is a component in the marketing plan of a business plan.
- A. Merchandising business.
 - B. Executive summary.
 - C. Service business.
 - D. Probable market share
11. _____ is a problem faced when starting a small business.
- A. Business expansion
 - B. Increased profit
 - C. Adequate capital
 - D. Suitable location.
12. Select what to consider when evaluating a viable business opportunity.
- A. Level of education.
 - B. Family background.
 - C. Weather conditions.
 - D. Personal abilities.
13. Choose the data collection tool that cannot be used to determine the level of demand for a product.
- A. Questionnaire
 - B. Grapevine
 - C. Observation checklist
 - D. Survey.

14. _____ is a source of business idea.
- A. National census.
 - B. Interests and hobbies
 - C. Brainwashing
 - D. Bureau of Standard
15. _____ is a factor that influence entrepreneurial culture in Kenya.
- A. Finance or funds.
 - B. Self-employment
 - C. Family Background
 - D. Raw materials
16. Choose from the following a good method of maintaining customer data.
- A. Maintaining duplicate data
 - B. Use of security firms.
 - C. Maintaining supplier data.
 - D. Market trend analysis.

SECTION B :(30 MARKS)*Answer **all** questions in this section*

17. A sole trader needs to keep close to the growing customer base. Mention THREE ways which you would use to create community interest in your products. (3 Marks)
18. List THREE uses of information communication technology in a business. (3 Marks)
19. Businesses require services for smooth running. Highlight FOUR business support services available for small businesses. (4 Marks)
20. State THREE marketing strategy applied to ensure the business become competitive. (3 Marks)
21. Entrepreneurial culture has numerous challenges. Identify THREE ways of managing factors that inhibit development of entrepreneurial culture. (3 Marks)
22. Paul a graduate, wishes to start a business. Name FOUR forms of business which he should consider. (4 Marks)
23. List FOUR activities in an enterprise that utilizes computers. (4 Marks)
24. Some trainees were discussing about existence of myths in entrepreneurship. Support them by stating TWO myths associated with entrepreneurship. (2 Marks)
25. Entrepreneurs that succeed in their businesses behave in a professional way. List TWO characteristics possessed by successful entrepreneurs. (2 Marks)
26. The government encourage self-employment. List TWO benefits of self-employment. (2 Marks)

END