

LEVEL 5**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 3 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 are often referred to as business persons, but there are some differences between the two. Differentiate between an entrepreneur and a business person.
(4 Marks)
2. Lorna intends to start a business enterprise. State FOUR sources of a business idea.
(4 Marks)
3. Initiating business require consideration of various factors, which enhance its success. Identify FIVE factors to be considered when starting an enterprise. (5 Marks)
4. A business undergoes several phases in its life cycle. state FOUR strategies that an entrepreneur may adopt in the introduction stage of the business life cycle. (4 Marks)
5. ICT greatly enhance the growth and performance of businesses. State FOUR advantages of using ICT in a business. (4 Marks)
6. When starting up an enterprise, one should clearly provide some legal documents in order to enhance smooth running of the business. List FOUR legal documents that may be required. (4 Marks)
7. Government plays an important role in the growth of the business enterprises. List THREE ways in which government policy may aid in the development and growth of the enterprises. (3 Marks)
8. John is a potential entrepreneur who intends to come up with a business plan. He has sought guidance from a friend on how to prepare a business plan. Outline FOUR components of a business plan. (4 Marks)
9. Grace established a business and he encountered a lot of challenges. Identify FOUR challenges that she might have faced when starting an enterprise. (4 Marks)
10. Feasibility study is a crucial step in running an enterprise. Highlight FOUR benefits of conducting feasibility study before actualization of the business (4 Marks)

SECTION B: (60 MARKS)

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

11. Esther is a young entrepreneur with passion in establishing her own business. She has recently launched her own business. However, Esther quickly realizes that building a successful business requires more than just a great product that has all the required characteristics. She understands the importance of networking and actively engages in various networking activities to propel her start-up forward. In line to the above case.

- a) Explain FIVE advantages of networking in entrepreneurship. (10 Marks)
- b) Explain FIVE characteristics of a viable product. (10 Marks)

12.

- a) Abu an entrepreneur has found his business not growing, he discovered that there are factors inhibiting the business growth. Explain FIVE cultural factors inhibiting entrepreneurial development. (10 Marks)
- b) Motivation is essential in an enterprise since it enhances employee's morale and perception which greatly influence the performance of the business. Outline FIVE types of external motivation an entrepreneur may employ. (10 Marks)

13.

- a) Innovation is the ability to improve an already existing product. Entrepreneurs have currently acknowledged the contribution of innovation in their businesses. Elaborate FIVE importance of innovation to an enterprise. (10 Marks)
- b) Rosho a potential entrepreneur had found out that the business is not growing as expected and realised his employees had insufficient entrepreneurial culture. Discuss FIVE ways of managing factors which inhibits development of entrepreneurial culture. (10 Marks)

14.

- a) With the changes in technology and fluctuation in economy, many businesses are facing great challenges in terms of growth and development. Explain FIVE business innovative strategies that may be employed to salvage this situation. (10 Marks)
- b) An entrepreneur should understand theories of motivation to enable smooth running a business. Explain FIVE ways in which these theories may aid in the development and growth of various enterprises. (10 Marks)

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