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LEVEL 4

Demonstrate Entrepreneurial Skills

July/August 2025_{Printed By: Technical And Vocational College Date: 22.07.2025 10:54 AM}

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

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WRITTEN ASSESSMENT

TIME: 2 HOURS

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INSTRUCTIONS TO CANDIDATE

onsitets of TWO selections, A and B

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- 2. Answer **ALL** questions in each section
- Printed Technical And Vocational College
- 3. Marks for each question are as indicated in the 3r arc keets 10:54 AM
- 4. You are provided with a separate answer booklet to answer the questions
- 5. **DO NOT** write in this que By: Technical And Vocational College Date: 22.07.2025 10:54 AM

This paper consists of FOUR (4) printed pages

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Date: 22.07.2025 10:54 $^{\text{A}}a^{\text{M}}$ re printed as indicated and that no questions are missing.



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SECTION A: (10 MARKS)

Answer all questions in this section. Each question carries one mark.

- 1. A business can h profits by d Vocatora Cobage .
 - A. Removing profitable photos
 - B. Reducing the market share
 - C. Selling at higher price

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Increasing expenses

- 2. Identify which among the following cannot be used by a business to obtain information about potential customers.

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 - A. Hacking
 - B. Website
 - C. Warrant cards
 - D. Feedback cards
- 3. The process of creating new things in a business is called.
 - A. Creativity

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- C. Business
- D. Innovation
- 4. _____is a factor to be considered when early using short time ty care. Date: 22.07.2025 10:54 AM
 - A. Goals and competencies of an entrepreneur.
 - B. Goals and competencies of an entrepreneur's family.

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- D. Resources and government connectPiroinntesd. By: Technical And Vocational College
- 5. Which one of the following elements m a kee 22p internal en Vironment.
 - A. Employees
 - B. Customers Printed By Technical And Vocational College Date: 22.07.2025 10:54 AM
 - C. Taxation
 - D. Suppliers

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6.	W	hich of the following affect entrepre	eneurship economically.	
	A.	Demand		
	B. Cul _P t _r u _{in} r _t e _{ed By Technical And Vocational College} C. Politica Pclimate 10:54 AM			
	D.	Language		
7.	7. Financial management assist business owners to			
Pr 22	inted	By: Technical And Vocational College Dale A. Eyelop, government connection		
	В.	Limit the profit		
	C.	Make financial decisions	Printed By Technical And Vocational College Date: 22.07.2025 10:54 AM	
	D.	Avoid paying taxes		
8.	8is an example of corporate social responsibility activity carried of			
	by	a business.		
	A.	Cleaning the environment		
	В.	Investing in a business		
	chnic	Financial statements analysis cal And Vocational College Date: 22.07.202 g back profits.		
9.		represent the	process of effective communication.	
		A. Sender — Receiver — Channel — Feedback		
	В.	B. Sender — Receiver — Feedback ChParninnteed]By: Technical And Vocational College		
	C.	Sender — Channel — Receiver —	Date: 22.07.2025 10:54 AM - Feedback	

D. Feedback — Receiver — Channel — Sender

 $\begin{array}{l} \text{Printed} 1^B 0^{\text{y}: A} h \overset{\text{n d Vocational College}}{e} \text{ th at describes the trait of entrepreneurs dealing with} \\ \text{Date: 22.07.2025 10:54 AM} \end{array}$

failures.

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22.07.2025 10:54 AM A. Flexibility

B. Resilience

C. Resistance Printed By h Technical And Vocational College Date:

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D. Stagnation.

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SECTION B: (40 MARKS)

Answer all questions in this section.

11. Julius i-nt-e-n-d-s-erprise_{ati} State_{ol} EQUR legal documents he requires

when starting a Business. AM (4 Marks)

12. Entrepreneurs possess certain skills that enable them to be successful. List FOUR entrepreneurial competencies they require to manage their business effectively.

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(4 Marks)

- 13. Lorna intends to start a business enterprise but she does not have a business idea.

 State FOUR sources she can obtain a business

 Printed By: Technical And Vocation a | College (4 Marks)
- 14. 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)
- 15. Integration of Information Communication Technology (ICT) greatly enhance the growth and performance of businesses. State FOUR advantages a using ICT in a business. (4 Marks)
- 16. Engaging in enterprise social responsibility is important to a business. Identify FOUR Printed By: Technical And Vocational College

 Date: 22.07.202 Peas 94 Shwhy enterprises participate in social responsibility. (4 Marks)
 - 17. Grace has decided to conduct market research before commencing her business. State FOUR benefits that she will gain by conducting market research before starting the business.

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 - 18. Businesses require support services for smooth running. Highlight FOUR business support services available for businesses. (4 Marks)

characteristics. List FOUR earn trepare in leau 10 solege

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(4 Marks)

20. A business plan is a document that acts as a guideline for starting and owning a business. State FOUR characteristics of a good business plan. (4 Marks)

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