

Technical And Vocational College Date: 22.07.2025 10:52 AM

LEVEL 5**Demonstrate Entrepreneurial Skills**

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

WRITTEN ASSESSMENT

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Date: 22.07.2025 10:52 AM

TIME: 3 HOURS**INSTRUCTIONS TO CANDIDATE**

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1. The paper consists of **TWO** sections: **A** and **B**.
2. Answer questions in section **A**.
3. Answer question **ELEVEN (11)** and any other **TWO (2)** questions in section **B**.
4. Marks for each question are indicated in the brackets.
5. Candidates are provided with a separate answer booklet
6. **DO NOT** write on this question paper.

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This paper consists of FOUR (4) 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** questions in this section.

1. Failure of businesses in countries has been increasing rapidly for the last one year. State FOUR challenges facing businesses in these countries. (4 Marks)
2. As a practicing entrepreneur, you have been invited to participate in a radio interview to discuss on business ideas. Name FOUR characteristics of a good business idea you would discuss in the interview. (4 Marks)
3. Self-employment has been critical in many countries. State FOUR contributions of self-employment to the economy of a country. (4 Marks)
4. Entrepreneurship has proved to be supporting economic development in Kenya. Highlight FOUR factors that promote entrepreneurial development in Kenya. (4 Marks)
5. An entrepreneur is a person, who is able to scan the immediate environment, generate ideas, gather resources and take action of an identified opportunity with the aim of making profit. State FOUR types of entrepreneurs. (4 Marks)
6. A group of financial institutions has been mandated by the government to give loans to the youth; one condition was to provide a business plan. As a consultant, state FOUR importance of preparing a business plan when seeking for funding. (4 Marks)
7. A business manager emphasized on effective communication among all stakeholders in an enterprise. Highlight FOUR barriers to effective communication among stakeholders. (4 Marks)
8. Competition has been on the increase and businesses have to embrace innovation in order to enhance their competitiveness. Highlight FOUR business innovation strategies a business can adopt to cope with competition. (4 Marks)
9. Trainees were requested to discuss a partnership deed document that is developed by partners who are willing to establish a business together. List FOUR contents of a partnership deed. (4 Marks)
10. An entrepreneur undertakes critical roles in a business. Highlight FOUR roles of an entrepreneur in a business. (4 Marks)

SECTION B: (60 MARKS)*Answer question 11 and any other **two** questions in this section*

11. After graduating, business that was very successful. His business was known in most parts of the county. He has always been in contact with the government agencies while doing his business and making sure that he conforms to all the government guidelines and directives. At some point he had a challenge of maintaining his customer base. His former colleague approached him and advised him to expand the business ownership to cope with the stiff competition.

Use the above case study to answer the following questions.

- State FIVE characteristics that have made John a successful entrepreneur. (5 Marks)
 - List FIVE ways that the government can support his business. (5 Marks)
 - Identify FIVE challenges John encountered when starting his business. (5 Marks)
 - Highlight FIVE methods John would employ to maintain his customers. (5 Marks)
- 12.

- An entrepreneur is intending to launch a new product that is based on market demand. Explain FIVE tools that an entrepreneur may use to determine the level of demand for a given product in the market. (10 Marks)
- Government encourages citizens to engage in entrepreneurship due to the key role that it plays in the economy. Explain FIVE contribution entrepreneurship towards the economy of a country. (10 Marks)

- 13.
- A n e d i t o r i n a l o c a l n e w s p a p e r h a s o r g a n i z e d a d e b a t e a m o n g s o m e e n t r e p r e n e u r s o n s o u r c e s o f b u s i n e s s i d e a s , t h a t e n t r e p r e n e u r s c a n o b t a i n f r o m a n d s t a r t a b u s i n e s s .
Explain FIVE sources of business ideas that you would discuss in the debate. (10 Marks)
 - Judy enterprises have established a business policy on motivation of its employees and you have been invited by to review it. Explain FIVE policies you would recommend to be applied in order to motivate employees. (10 Marks)

14.

a) A county government has engaged you as the officer in charge of Information Communication Technology. Explain FIVE benefits you will discuss in order to encourage entrepreneurs integrating ICT in their businesses. (10 Marks)

b) Entrepreneurs are identified by certain unique skills that distinguish them from other business persons. Explain FIVE entrepreneurial competencies that are portrayed by successful entrepreneurs. (10 Marks)

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