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LEVEL 5

Apply Entrepreneurial Skills

November/December 2025

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

WRITTEN ASSESSMENT

Printed By: And Vocational College Date: 17.11.2025 07:26 AM

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATE

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1. Marks for each question are indicated in the brackets.
2. **Answers in section A**
3. **Answer question ELEVEN and any other TWO questions in section B.**
4. This paper consists of **TWO** sections: **A** and **B**.
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 THREE (3) printed pages

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Ca 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. Small businesses trade face some challenges in starting and running their businesses. List **FOUR** challenges that are likely to be faced by small-scale enterprises. (4 Marks)
2. Feneza is a graduate from Mamboleo Training Institute, and she wishes to start and operate a business in his rural area. State **FOUR** resources for a business idea. (4 Marks)
3. Self-employment has been an alternative form of employment for most of the TVET graduates. State **FOUR** importance of self-employment. (4 Marks)
4. Entrepreneurship is usually considered as steering a country's economy. Name **FOUR** factors that inhibit 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 on an identified opportunity with the aim of making a profit. State **FOUR** types of entrepreneurs. (4 Marks)
6. Upcoming business people get information about viable business activities from different sources. List **four** sources of business ideas. (4 Marks)
7. Entrepreneurship is a unit taught in all TVET institutions in Kenya. The main aim of this is to equip trainees with the skills and knowledge on how to sustain themselves and create job opportunities. List **FOUR** ways of becoming an entrepreneur. (4 Marks)
8. A business plan is a written document that describes goals and objectives of a business and clearly lists the steps that will be taken to achieve them. State **FOUR** uses of a business plan. (4 Marks)
9. Ineffective communication in an organization may lead to high turnover and low production rates. State **FOUR** barriers to effective communication. (4 Marks)
10. Innovation is a tool that a business can use to enhance its competitiveness. State **FOUR** types of business innovation. (4 Marks)

SECTION B (60 MARKS)

Answer Question 11 and any other TWO questions in this section.

11. Kimakwa started a business after graduating from Kilimanjaro University, and the business was very successful compared to other related businesses around. At some point, he had a challenge in maintaining his customer base and was approached by his course lecturer, who advised him to take advantage of government support services to sustain and expand his business.

a. Explain FIVE characteristics that would have made Kimakwa a successful entrepreneur. (10Marks)

b. Explain FIVE ways that the government would have supported Kimakwa's business. (10 Marks)

12.

a. A business plan conveys a clear and concise picture of the proposed venture, and it provides an overview of the whole document to be used as a guide to an entrepreneur who is venturing into a new business. Explain FIVE standard components of a business plan. (10 Marks)

b. You have been invited by company XYZ to participate in preparing a strategic plan on legal aspects affecting a business. Discuss FOUR legal issues affecting a business that you would include in the plan. (10 Marks)

13. Business life cycle refers to the phases that a business passes through from the time the idea is formed in the entrepreneur's mind to the time business rolls and expands or even declines.

a. Explain SIX main stages that a business undergoes. (12 Marks)

b. Demand is the ability and willingness of individuals to buy goods or services available in a given market over a given period of time. Explain FOUR tools that an entrepreneur may use to determine the level for a given product in a market. (8 Marks)

14.

a. The Government of Kenya encourages its citizens to embrace entrepreneurial activities and contribute towards national development. Describe FIVE contributions of entrepreneurship towards the economy of a country. (10 Marks)

b. Creative and innovative entrepreneurs are individuals who blend creativity and innovation in business operations so as to develop new products, services and experiences. Describe FIVE characteristics of creative and innovative entrepreneurs. (10 Marks)