

LEVEL 5**Demonstrate Entrepreneurial Skills****November/December 2025**

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

WRITTEN ASSESSMENT**TIME: 3 HOURS**

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**INSTRUCTION
S TO CANDIDATES**

1. The paper consists of **TWO** sections: **A** and **B**.
2. Answer **ALL** questions in section **A**
3. Answer question **ELEVEN (11)** and any other **TWO (2)** s 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 c(3) printed pages
**Candidates should check the question paper to ascertain that all pages are printed as
indicated and that no questions are missing**

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SECTION A (40 MARKS)

Answer **all** the questions in this section.

1. Emma is in the process of business. State FOUR factors that she should consider before starting the enterprise. (4 Marks)
2. In the current world it is unrealistic to do any business without utilizing modern technology. State FOUR benefits that an enterprise may reap by incorporating ICT in its operations. (4 Marks)
3. Successful entrepreneurs possess similar traits which portray a clear distinction from the other business people. State FOUR traits of a successful entrepreneur. (4 Marks)
4. Basic records keeping skills are necessary for any person who wants to venture into a business. Define the following terms as used in record keeping. (4 Marks)
 - a. Cash book
 - b. Sales journal
5. Chambori intend to venture into a computer servicing business in his rural town. List FOUR characteristics of his new venture. (4 Marks)
6. Entrepreneurs are encouraged to create linkages to help them grow and expand their enterprises. State FOUR ways entrepreneurs use to develop business linkages. (4 Marks)
7. A Market can be divided into several segments. Highlight FOUR types of market segmentations. (4 Marks)
8. Successful entrepreneurs prepare budgets that are expected to meet various characteristics. State FOURistics that entrepreneurs should consider when preparing a budget. (4 Marks)
9. It is illegal to operate a business without obtaining all legal documents from different authorities. Highlight FOUR legal documents required when operating a business. (4 Marks)
10. In a business life cycle, each stage has distinct characteristic. List FOUR characteristics associated with the growth stage of a business. (4 Marks)

SECTION B (60 MARKS)

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

11. ~~Maken~~ a university brand ambassador at Jidoking Real Estate Company, she intends to resign from her job and start her own real estate company. Her uncle Mr. Langat who is also in the same business advised her to write a business plan that will summarize the operational and financial objectives of her proposed venture. she was also advised on the importance of attracting and maintaining customers.

a. Explain FIVE components of a good business plan. (10 Marks)

b. Explain FIVE importance of customers to a business. (10 Marks)

12. Entrepreneurs undertake various roles in their businesses and bear all the business challenges relating to embracing creativity and innovation in their business. Entrepreneurs have the responsibility of overcoming the barriers of creativity and innovation in their businesses.

a. Explain FIVE roles of an entrepreneur in a business. (10 Marks)

b. Explain FIVE ways in which entrepreneurs can overcome barriers to creativity and innovation in a business. (10 Marks)

13. As a business consultant you have been hired by XYZ youth group to offer a presentation on entrepreneurship. Some of the subtopics to include in your presentation are: sources of finance, contribution of entrepreneurship to a country's economy among other subtopics.

a. Discuss FIVE internal sources of finance that you would include in the presentation. (10 Marks)

b. Explain FIVE contributions of entrepreneurship to national development. (10 Marks)

14. Owners of large business enterprises should ensure that there is effective communication and always use proper channels of communication and follow the right protocol when airing their grievances and suggestions.

a. Explain FIVE benefits of enhancing effective communication in an organization. (10 Marks)

b. Discuss FIVE characteristics of an appropriate channel of communication. (10 Marks)

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