

Demonstrate Entrepreneurial Skills Level 4

2 Hours

March/April 2023



THE KENYA NATIONAL EXAMINATIONS COUNCIL

WRITTEN ASSESSMENT

Time: 2 hours

INSTRUCTIONS TO CANDIDATES

*The paper consists of **TWO** sections: A and B.*

*Answer **ALL** questions in sections A and B.*

Marks for each question are indicated in brackets.

Do not write on this question paper.

Write your answers in the answer booklet provided.

*Answer the questions in **English**.*

This paper consists of FOUR (4) printed pages.

Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.

SECTION A: (10 MARKS)

In this section, each question carries one mark. Attempt all questions in this section. Choose the correct answer and write it in the answer booklet provide

1. Which one of the following is a type of an entrepreneur?
 - A. Traders
 - B. opportunists
 - C. businessman
 - D. skimmers
2. Entrepreneurs have several roles to perform in an enterprise. Which one of these is a role?
 - A. Financer
 - B. Marketer
 - C. Innovator
 - D. All of above
3. Below are the stages in the creativity process. **Expect?**
 - A. Preparation
 - B. Selection
 - C. Evaluation
 - D. Incubation
4. Identify from the responses below an internal factor that motivates an individual to become an entrepreneur?
 - A. Need for achievement
 - B. Government policy
 - C. Ready market
 - D. Cost of living
5. Goods or services reach the market place through?
 - A. Marketing channels
 - B. Multi-levels
 - C. Monopolies
 - D. Multiplication

6. Which one of the following is a secret to grow your business?
 - A. Tax evasion
 - B. Increase the price
 - C. Flexibility
 - D. Being rigid
7. The following are steps to grow your customer base. **expect**?
 - A. Offer discounts to customer
 - B. Expend customers networking
 - C. Encourage cash sales only
 - D. Look for partnerships with other businesses
8. Growth of micro- small enterprises requires entrepreneurial competence. From the response below choose an entrepreneurial competence
 - A. Workforce
 - B. Employees
 - C. Risk -taking
 - D. Taxation
9. Family businesses are always interested to handover their business to?
 - A. Administration officer
 - B. Professional managers
 - C. Next generation
 - D. Community
10. The following are steps for starting a small business, **except**?
 - A. Define your vision
 - B. Write a simple action
 - C. Define your workload
 - D. Write an executive summary

SECTION B: (40 MARKS)

Attempt all questions in this section.

11. List FOUR factors affecting entrepreneurial development. (4 Marks)
12. State THREE qualities of an entrepreneur (3 Marks)
13. Highlight FOUR types of entrepreneurs (4 Marks)
14. State FOUR theories of entrepreneurship (4 Marks)
15. Outline FIVE ways to manage barriers to creativity and innovation (5 Marks)
16. List THREE factors that promote an entrepreneurial culture (3 Marks)
17. Highlight FOUR ways of generating business ideas. (4 Marks)
18. State THREE methods of evaluating business opportunities. (3Marks)
19. List THREE theories of motivation. (3 Marks)
20. Highlight FOUR entrepreneurial competences. (4 Marks)
21. List THREE components of an executive summary in a business plan (3 Marks)