

LEVEL 5

Demonstrate Entrepreneurial Skills

November / December 2023



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

WRITTEN ASSESSMENT

Time: 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This paper has three sections **A,B** and **C**.
2. You are provided with a separate answer booklet.
3. Marks for each question are as indicated.
4. Do not write on the question paper.

This paper consists of SEVEN (7) 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: 20 MARKS

Attempt ALL questions, each question carries one mark.

1. You are part of team expected to give a presentation on importance of customer feedback to a business. Which of the following statement would you not include in the presentation?
 - A. It assists in customer classification.
 - B. It helps measure consumer satisfaction.
 - C. It gives insights for a better customer experience
 - D. It helps a business to have high customer retention.
2. From the list below, identify a capability necessary for setting up and managing a successful business enterprise.
 - A. Procrastination
 - B. Imitating
 - C. Marketing Management
 - D. Fair remuneration.
3. The following are promotional strategies that can be used by an entrepreneur to promote business products that are facing stiff competition except?
 - A. Advertising
 - B. Dispatching
 - C. Social media
 - D. Road shows
4. An organisation requested you to explain the elements of communication in the correct sequence. Choose which sequence is correct.
 - A. Sender, Recipient, Feedback, Business message
 - B. Sender, Feedback, Business message, Recipient.
 - C. Sender, Business message, Recipient, Feedback.
 - D. Sender, Recipient, Business message, Feedback
5. Employees in a business have basic rights in a business. _____ is a basic right of employees in a business enterprise.
 - A. Employees have the right to participate in political party politics.
 - B. Employees have the right to use business resources for their personal needs.