

**LEVEL 4**

**Demonstrate Entrepreneurial Skills**

**July /Aug 2023**



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

**WRITTEN ASSESSMENT**

**Time: 2 hours**

**INSTRUCTIONS TO CANDIDATES**

1. This paper has TWO sections A and B
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 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: (10 MARKS)**

*Answer **all** questions in this section. Each question carries one Mark.*

1. Which one of the following is a source of business idea?
  - A. Customer care centers.
  - B. Bureaus.
  - C. Huduma centers
  - D. Customer complaints
2. Identify a key entrepreneur competency from the list below.
  - A. Hardworking.
  - B. Staffing.
  - C. Decision making
  - D. Great social skills.
3. For an idea to translate into an opportunity it has to be evaluated. As an entrepreneur select a factor to consider when evaluating a business idea.
  - A. Personal competencies
  - B. Communication skills.
  - C. Personal education level
  - D. International market.
4. Which of the following is a factor to consider when starting a small business?
  - A. Rules and regulations in the industry
  - B. The profits of competitors
  - C. Motivation of employees
  - D. Entrepreneur's social skills
5. Choose the set that contains the correct PESTEL model. Analysis political, economic, social, technological, environmental and legal factors that can impact a business.
  - A. Political, Ecological, Social, Technological, Environmental and Legal factors
  - B. Political, Educational, Status, Technological, Economic and Legal factors
  - C. Political, Economic, Social, Technological, Ecological and Legal factors
  - D. Political, Economic, Social, Technological, Environmental and Legal factors

6. Listed below is a factor which is involved in business operations control.
  - A. Competitive advantage plan.
  - B. Competitor management plan.
  - C. Staff management plan.
  - D. Micromanaging employees.
7. Identify a method that an entrepreneur can use to retain its customers?
  - A. Personalized services
  - B. Cost shared delivery
  - C. Hidden costs.
  - D. Selective services
8. As an entrepreneur which of the following would you implement to increase cash flows and profitability?
  - A. Increase workforce.
  - B. Additional loans.
  - C. Put in place financial recording and accountability policy.
  - D. Increase credit sales.
9. Point out an appropriate strategy that can be employed to grow and expand a business?
  - A. Imitation.
  - B. Market survey and research.
  - C. Record keeping.
  - D. Price differentiation.
10. Below are factors of social responsibility in a business society, which one is not?
  - A. Community development
  - B. Fraud prevention
  - C. Product safety
  - D. Ethical business practices

**SECTION B:(40 MARKS)**

*Answer all questions in this section.*

11. State FOUR characteristics of an appropriate technology. (4 Marks)
12. Identify THREE business growth strategies for a small-scale business. (3 Marks)
13. Mention FOUR regulations that are likely to impact your business operations. (4 Marks)
14. As an entrepreneur, List FOUR ways that can be used to build relationship with the employees. (4 Marks)
15. Mark has graduated from college and has a business idea which requires financing. Name THREE sources of finance that he would use to start the business. (3 Marks)
16. Mention FOUR methods of gathering marketing information that would be used to grow a business. (4 Marks)
17. List FOUR uses of a business plan that would assist an entrepreneur intending to start a small business. (4 Marks)
18. Kamau has a successful business at Mukuru market. State THREE important aspects of business ethics that guides him. (3 Marks)
19. Identify THREE ways that can be adopted in a business for its internal control. (3 Marks)
20. Communication is based on standard principles. State TWO principles of communication (2 Marks)
21. The safety of employees in an organization is very important. You are operating a hardware business. List THREE personal protective equipment you can provide (3 Marks)
22. The world today is very dynamic, hence several emerging issues and trends. Identify THREE emerging issues and trends a business has to adopt to remain competitive. (3 Marks)

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