

**SECTION A: INFORMATION COMMUNICATION TECHNOLOGY** (40 marks)

Answer any **FOUR** the questions in this section.

1. (a) Explain the meaning of each of the following desktop publishing concepts:
- (i) callout;
  - (ii) bullet;
  - (iii) caption.
- (6 marks)
- (b) List **four** ways in which computers are used in the telecommunication sector. (4 marks)
2. (a) Outline the procedure that should be followed when adding a picture from the pictures folder to the master slide of a presentation. (6 marks)
- (b) Outline **four** measures that should be taken in case of a fire outbreak in a computer laboratory. (4 marks)
3. (a) Outline **six** benefits of using the mail merge feature when preparing mail. (6 marks)
- (b) John, a student at Mtandao College has noticed that programs take too long to load on his computer. State **four** possible causes of this problem. (4 marks)
4. (a) Explain **three** factors that should be considered when selecting an appropriate secondary storage device. (6 marks)
- (b) Explain **two** modes of data transmission through a network. (4 marks)
5. (a) Explain **three** benefits of using a decentralized data processing system in an organization. (6 marks)
- (b) Differentiate between the hierarchical <sup>tree</sup> database model and the network database model. (4 marks)

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**SECTION B: COMMUNICATION SKILLS (30 marks)**

*Answer Question 6 (compulsory) and any other question from this section.*

6. (a) State **four** features of grapevine communication. (4 marks)
- (b) Explain **three** measures that a chairperson may take to ensure that a meeting is not dominated by certain members. (6 marks)
- (c) Franco has applied for the position of production supervisor in Joms Engineering Works Limited. As the communications assistant, write a letter requesting him to attend an interview. (10 marks)
7. (a) Explain **three** benefits that may accrue to an organization that adopts quality management systems. (6 marks)
- (b) State **four** advantages of a telephone interview to an interviewer. (4 marks)
8. (a) State **four** guidelines that should be followed to ensure cellphone etiquette. (4 marks)
- (b) State **three** factors that may determine the type of report written in an organisation. (3 marks)
- (c) Outline the steps involved in the process of communication. (3 marks)

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**SECTION C: ENTREPRENEURSHIP EDUCATION (30 marks)**

*Answer THREE questions in this section.*

9. (a) Outline **four** reasons that make marketing an important aspect in a business enterprise. (4 marks)
- (b) Baraka has derived a business idea from his experience in a certain industry. Explain **three** benefits that may be associated with such experience as a source of business ideas. (6 marks)
10. (a) Explain the meaning of each of the following terms as used in entrepreneurship:
- (i) Enterprise social responsibility;
- (ii) Entrepreneurial culture. (4 marks)
- (b) Explain **three** ways through which the political environment of a country may support entrepreneurship development. (6 marks)
11. (a) Outline **four** limitations of a business plan. (4 marks)
- (b) Explain **three** reasons that make a partnership deed an important document. (6 marks)
12. (a) State **four** characteristics of a conservative entrepreneur. (4 marks)
- (b) Explain **three** ways in which entrepreneurs may positively impact the local community. (6 marks)

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