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ICT, COMMUNICATION SKILLS AND ENTREPRENEURSHIP

Oct./ Nov. 2015

3 hours

THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN ENTREPRENEURIAL AGRICULTURE
DIPLOMA IN ENVIRONMENTAL SCIENCE AND TECHNOLOGY
DIPLOMA IN FOOD AND BEVERAGE MANAGEMENT
DIPLOMA IN FASHION DESIGN AND CLOTHING TECHNOLOGY
DIPLOMA IN CATERING AND ACCOMMODATION MANAGEMENT
DIPLOMA IN TEXTILE TECHNOLOGY
DIPLOMA IN PETROLEUM GEOSCIENCE
DIPLOMA IN COUNSELLING
DIPLOMA IN SUSTAINABLE AGRICULTURE AND RURAL DEVELOPMENT
DIPLOMA IN BAKING TECHNOLOGY
MODULE I

ICT, COMMUNICATION SKILLS AND ENTREPRENEURSHIP

3 hours

INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided above.
Sign and write the date of the examination in the spaces provided above.
This paper consists of THREE sections; A, B and C. Answer any TWO questions in section A, any
ONE question in section B and any TWO questions in section C, on the spaces provided.
Do NOT remove any page(s) from this question paper.
Marks for each part of a question/section are indicated.
Candidates should answer the questions in English.

For Examiner's Use Only

Section	Question	Maximum Score	Candidate's Score
A		20	
		20	
B		20	
C		20	
		20	
	TOTAL SCORE	100	

This paper consists 20 printed pages.

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

Turn over

SECTION A: ICT (40 marks)

*Answer any **TWO** questions from this section, on the spaces provided after question 8.*

1. (a) Explain **three** fields in an e-mail software that may be filled when sending an e-mail to multiple recipients. (6 marks)

   (b) (i) State **four** types of hard copies that can be generated from a presentation program. (4 marks)

   (ii) Explain **two** ways that may be used to deliver a presentation to an audience. (4 marks)

   (c) When creating a database, state the most suitable data type for each of the following fields:

   (i) the number of children in a family; (1 mark)
   (ii) a line of company address; (1 mark)
   (iii) gender of a person; (1 mark)
   (iv) a person's birthday. (1 mark)

   (d) State **four** examples of point-and-draw input devices. (2 marks)

2. (a) **Figure 1** shows an extract of a spreadsheet program used by a bookshop owner to calculate profits. Use it to answer the questions that follow.

	A	B	C	D	E	F
1	ISBN	Cost price (Ksh)	Selling price (Ksh)	Profit per book (Ksh)	Number sold	Total Profit (Ksh)
2	0-34-080006-2	1,870	2,465	595	56	33,320
3	0-52-154540-4	2,210	2,975	765	34	26,010
4	0-74-879116-7	1,275	1,785	510	75	38,250
5	0-34-081639-2	2,805	3,485	680	43	29,240

Fig. 1

   (i) State the format that has been applied to cell range B2: C5. (1 mark)

   (ii) Give the cell range of the cells that contain the values 75 and 43. (1 mark)

   (iii) Write a formula which has been used in cell F2. (1 mark)

   (iv) A formula created in (iii) is to be applied in cells F3 to F5. State the **three** methods that may be used to achieve this. (3 marks)

(b)   **Figure 2** shows **two** types of network topology that have been combined to form a large network. Use it to answer the questions that follow:
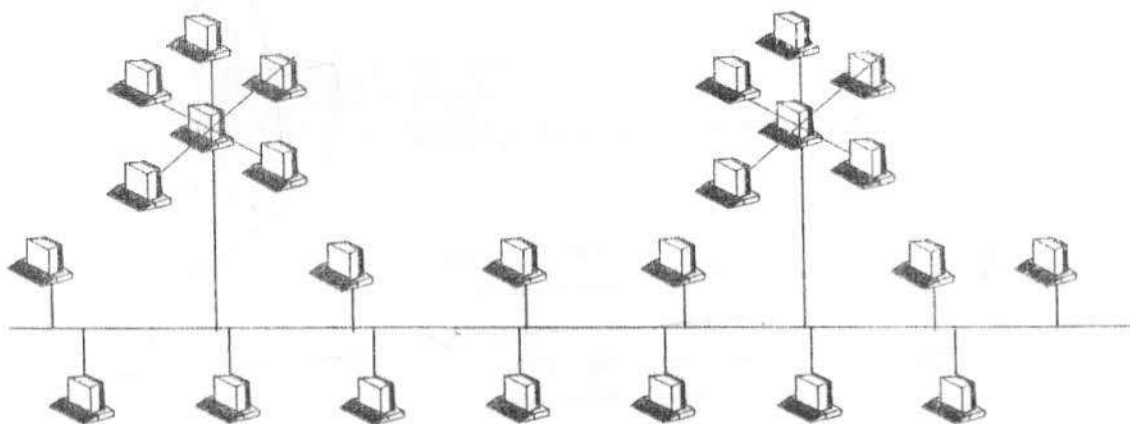

Fig. 2

(i)   State the name of the type of larger network topology formed.   (1 mark)

(ii) State the names of the **two** types of network topology that make the network.   (1 mark)

(iii) Explain the function of each of the following equipment in the network:

   (I)   switch;   (2 marks)
   (II)   router.   (2 marks)

(iv) Outline **four** operations that can be carried out on a file using an operating system.   (4 marks)

(d)   Jane secured her confidential file using a password but later on found out that the file had been accessed and modified. Explain **two** ways in which the file could have been accessed.   (4 marks)

3. (a) **Figure 3** shows an extract of a document created using a word processor. Identify **six** formats that have been applied in the document. (3 marks)
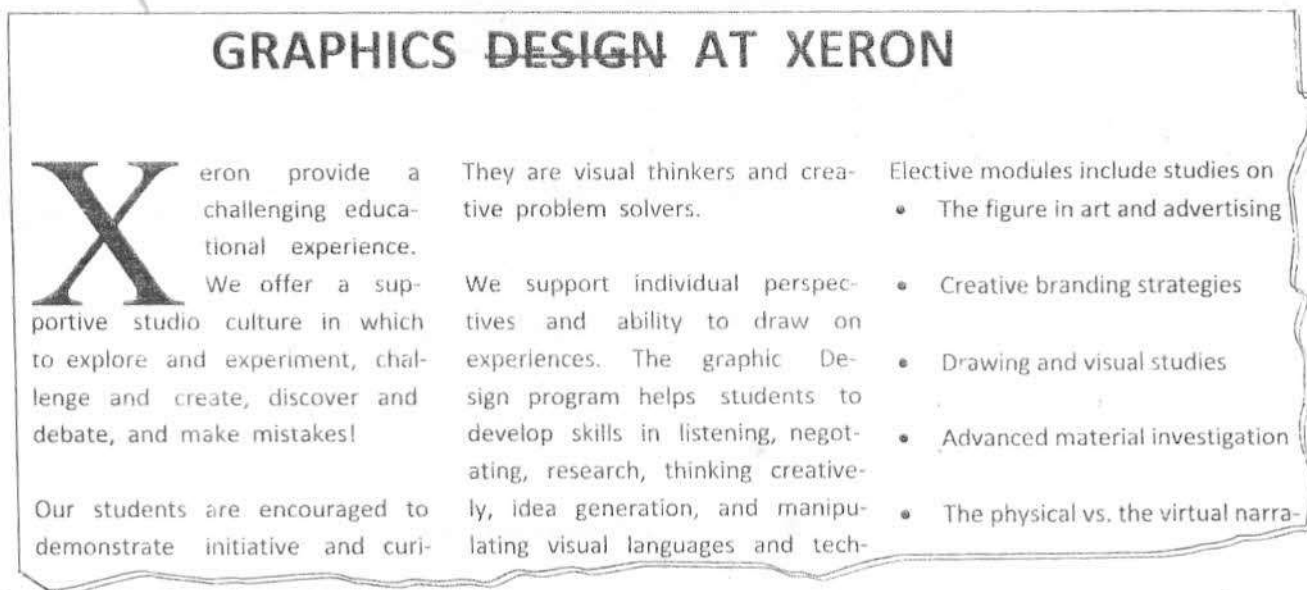
GRAPHICS ~~DESIGN~~ AT XERON

Xeron provide a challenging educational experience. We offer a supportive studio culture in which to explore and experiment, challenge and create, discover and debate, and make mistakes!

Our students are encouraged to demonstrate initiative and curi-

They are visual thinkers and creative problem solvers.

We support individual perspectives and ability to draw on experiences. The graphic Design program helps students to develop skills in listening, negotiating, research, thinking creatively, idea generation, and manipulating visual languages and tech-

Elective modules include studies on

- The figure in art and advertising
- Creative branding strategies
- Drawing and visual studies
- Advanced material investigation
- The physical vs. the virtual narra-

Fig. 3

(b) Distinguish between system software and application software, illustrating your answer with a commercial example in each case. (6 marks)

(c) Explain **two** reasons for having a backing storage as an essential component of a computer system. (4 marks)

(d) (i) Outline the outcome when each of the following keys on a computer keyboard are pressed when using a word processor:

(I) backspace; (1 mark)
(II) tab key; (1 mark)
(III) enter key. (1 mark)

(ii) Distinguish between impact and non impact printers. (4 marks)

SECTION B: COMMUNICATION SKILLS (20 marks)

Answer any ONE question from this section, on the spaces provided after question 8.

4.　(a)　Identify **six** aspects of non-verbal communication which may influence communication.
　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　(3 marks)

　　(b)　State **four** indicators of effective communication in an organisation.　(4 marks)

　　(c)　Outline **five** measures that a chair of a meeting may take to ensure time management during a meeting.　(5 marks)

　　(d)　The position of Communication Assistant at Rimox Bakers Limited has fallen vacant. Draft a press advertisement inviting suitably qualified persons to apply.　(8 marks)

5.　(a)　State **five** details that an interviewee should find out about an organisation when preparing for a job interview.　(5 marks)

　　(b)　Outline **five** ways in which a computer may be used in a business organization.　(5 marks)

　　(c)　The bakery section at Clover Hotels Limited was recently destroyed by fire. As the Communications Assistant, you have been requested to investigate the matter and write a report. Assuming that you have completed the investigations, write the report.　(10 marks)

SECTION C: ENTREPRENEURSHIP (40 marks)

Answer any TWO questions from this section, on the spaces provided after question 8.

6.　(a)　Despite persuasion by friends, Hamisi has been reluctant to quit salaried employment for self employment. Outline **six** reasons that may have led to this reluctance.　(6 marks)

　　(b)　Explain **two** reasons that makes it necessary for entrepreneurs to possess each of the following characteristics:

　　　　(i)　good human relations;　(2 marks)
　　　　(ii)　high optimism;　(2 marks)
　　　　(iii)　independence.　(2 marks)

　　(c)　Explain **four** reasons that may be attributed to the slow growth of entrepreneurship in developing countries.　(8 marks)

7. (a) State **four** reasons that make a partnership deed an important document in a partnership.

(4 marks)

(b) Explain the meaning of **each** of the following terms as used in entrepreneurship:

(i) business opportunity; (2 marks)

(ii) enterprise management. (2 marks)

(c) Explain **six** strategies that women entrepreneurs may adopt to develop entrepreneurship.

(12 marks)

8. (a) Distinguish between partnership and co-ownership. (4 marks)

(b) Outline **four** indicators of a business plan which is not effective. (4 marks)

(c) Explain **six** reasons that make insurance an important business support service.

(12 marks)

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