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**ICT, COMMUNICATION SKILLS  
AND ENTREPRENEURSHIP**

June/ July 2022

Time: 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 Child Care and Protection**  
**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 Food Science and Processing Technology**  
**Diploma in Applied Biology**  
**Diploma in Analytical Chemistry**  
**Diploma in Nutrition and Dietetics**  
**Diploma in Baking Technology**

**MODULE 1**

**ICT, COMMUNICATION SKILLS AND ENTREPRENEURSHIP**

**3 hours**

**INSTRUCTIONS TO CANDIDATES**

*You should have the following for this examination paper:*

*Answer booklet;*

*A mathematical tables / a non programmable scientific calculator (fx-82).*

*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** in the answer booklet provided.*

*Marks for each part of a question are indicated.*

*Candidates should answer the questions in English.*

**This paper consists of 5 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: INFORMATION COMMUNICATION TECHNOLOGY (40 marks)**

Answer any **TWO** questions from this section.

1. (a) Explain each of the following terms as used in computing:
- (i) operating system;
  - (ii) networking software. (4 marks)
- (b) (i) Outline **three** bases on which computers are classified.
- (ii) State **two** types of computers in each of the classifications in b(i). (9 marks)
- (c) Table I is an extract of a family budget prepared using a word processor.

**Table I**

<b>FAMILY BUDGET</b>			
<b>ITEM</b>	<b>QUANTITY</b>	<b>COST</b>	<b>AMOUNT SPENT</b>
Cooking fat	5	150	
Bar soap	2	125	
Wheat flour	3	130	
Maize flour	6	95	
<b>TOTAL EXPENSES</b>			

- (i) Write the formula that would be used to compute:
- (I) amount spent on bar soap;
  - (II) total expenditure for all items.
- (ii) Explain **five** formatting features applied on the document. (7 marks)
2. (a) (i) Distinguish between a form and a report as used in databases.
- (ii) State **two** types of forms available in a database management software. (6 marks)

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- (b) Wazo Limited intends to acquire software as part of its automation programme. Explain **four** factors that the company should consider when selecting the software. (8 marks)
- (c) (i) Distinguish between labels and values as used in spreadsheets.
- (ii) State the type of cell referencing for each of the following cell addresses:
- I. H8;
- II. SP\$10.
- (6 marks)
3. (a) Explain **two** precautions that a computer user should take when downloading information from the internet. (4 marks)
- (b) With the aid of diagrams, identify **three** types of network topologies that may be found in an organisation. (6 marks)
- (c) State **four** text alignment styles available in a presentation package. (4 marks)
- (d) Explain **three** benefits that an organisation may derive from using the distributed data processing mode. (6 marks)

### SECTION B: COMMUNICATION SKILLS (20 marks)

*Answer any ONE question from this section.*

4. (a) State **six** visual aids that may be used to enhance an oral presentation. (6 marks)
- (b) Outline **four** limitations of using the telephone as a means of communication in an organization. (4 marks)
- (c) Explain **three** functions of non-verbal cues in interpersonal communication. (6 marks)
- (d) Highlight **four** roles of a secretary during a meeting. (4 marks)

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5. (a) Highlight **three** types of information that should be contained in the header section of an email. (3 marks)
- (b) Explain the way in which each of the following principles may be demonstrated in written communication:
- (i) clarity;
  - (ii) completeness;
  - (iii) correctness.
- (6 marks)
- (c) Pari Limited intends to undertake an annual appraisal exercise for all its employees in a week's time. As the assistant Human Resource manager, write a memorandum to the employees to inform them about the exercise. (8 marks)
- (d) Outline **three** benefits of summarising text. (3 marks)

### SECTION C: ENTREPRENEURSHIP (40 marks)

*Answer any TWO questions from this section.*

6. (a) Outline **four** factors that should be considered when locating a retail outlet. (4 marks)
- (b) United Youth Group makes and sells woven bags in Kenya. Explain **four** ways in which the group contributes towards national development. (8 marks)
- (c) Distinguish between innovative entrepreneurs and imitative entrepreneurs. (4 marks)
- (d) State **four** objectives of conducting a pre-feasibility study when evaluating a business opportunity. (4 marks)
7. (a) Highlight **four** characteristics of a business at the growth stage of the business life cycle. (4 marks)
- (b) Explain **four** factors that may determine the marketing strategy adopted by a business enterprise. (8 marks)
- (c) The growth of entrepreneurship in a country may be inhibited by certain economic factors. Explain **four** such factors. (8 marks)

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8. (a) Andrew has decided to venture into a partnership business. State **six** reasons that may account for this decision. (6 marks)
- (b) Outline **four** characteristics of a good business plan. (4 marks)
- (c) State **six** external stakeholders of a business enterprise. (6 marks)
- (d) Highlight **four** ways in which a business organization may use electronic mail (e-mail) in its operations. (4 marks)

**THIS IS THE LAST PRINTED PAGE.**

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