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**INFORMATION COMMUNICATION  
TECHNOLOGY, COMMUNICATION SKILLS  
AND ENTREPRENEURSHIP EDUCATION**

**June/July 2023**

**Time: 3 hours**



**THE KENYA NATIONAL EXAMINATIONS COUNCIL**

**DIPLOMA IN MECHANICAL ENGINEERING  
(PRODUCTION, PLANT AND CONSTRUCTION PLANT OPTIONS)  
DIPLOMA IN AUTOMOTIVE ENGINEERING  
DIPLOMA IN WELDING AND FABRICATION  
DIPLOMA IN ELECTRICAL AND ELECTRONIC ENGINEERING  
(POWER, TELECOMMUNICATIONS AND INSTRUMENTATION OPTIONS)  
DIPLOMA IN BUILDING  
DIPLOMA IN CIVIL ENGINEERING  
DIPLOMA IN ARCHITECTURE**

**MODULE I**

**INFORMATION COMMUNICATION TECHNOLOGY, COMMUNICATION  
SKILLS AND ENTREPRENEURSHIP EDUCATION**

**3 hours**

**INSTRUCTIONS TO CANDIDATES**

*You should the following for this examination:*

*Answer booklet;*

*Scientific calculator/Mathematical table.*

*This paper consists of TWELVE questions in THREE sections; A, B and C.*

*Answer FOUR questions from section A, answer question SIX (compulsory) and any other ONE question from section B and any THREE questions from section C.*

*Maximum marks for each part of a question are indicated.*

*Candidates should answer the questions in English.*

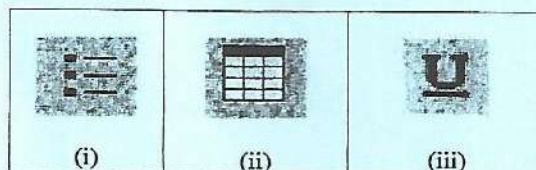
**This paper consists of 5 printed pages.**

**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 **FOUR** questions in this section.*

1. (a) Explain the way in which each of the following categories of input devices enter data in a computer:
- (i) pointing;
  - (ii) scanning.
- (4 marks)
- (b) Explain the function of each of the following features in spreadsheet applications:
- (i) wrap text;
  - (ii) merge cells;
  - (iii) sort.
- (6 marks)
2. (a) Outline **four** features of Wide Area Networks (WANs). (4 marks)
- (b) Explain the circumstance under which each of the following database objects may be used:
- (i) report;
  - (ii) query;
  - (iii) form.
- (6 marks)
3. (a) Distinguish between normal layout view and slide sorter view with respect to presentation software. (4 marks)
- (b) Explain **three** functions of a computer operation system. (6 marks)
4. (a) Figure 1 shows icons used in desktop publishing software.



Explain the function of each icon. (6 marks)

- (b) Outline **four** features of microcomputer. (4 marks)

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5. (a) Explain each of the following terms as used in data security:
- (i) log files;
  - (ii) authentication.
- (4 marks)

- (b) The following document about *The Education Sector* was created using a word processing application.

The education sector in Kenya has realized several achievements in the integration of technology. It has embraced the sharing of knowledge outside the physical classroom through electronic means such as e-books, online platforms, webinars, and more. This has revolutionized the conventional method of chalk and board style of learning imparted to the students.

The use of technology in education has made teaching and learning to become **simpler, easier, and more effective.**

- (i) identify **four** formatting features applied on the document.
  - (ii) explain the command that would be used to search for the word 'education' in the document.
- (6 marks)

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

*Answer question SIX (compulsory) and any other ONE question from this section.*

6. (a) Outline **three** indicators of a poorly written essay. (3 marks)
- (b) State **two** ways in which a receiver may exhibit etiquette during a telephone conversation. (2 marks)
- (c) Some managers prefer to use written communication when conveying information to employees. State **three** reasons that may account for this preference. (3 marks)
- (d) Distinguish between lateral communication and diagonal communication. (4 marks)
- (e) Highlight **three** benefits that an engineering firm may derive from effective interpersonal communication. (3 marks)
- (f) Outline **three** ways in which information communication technology (ICT) may promote effective business communication. (3 marks)
- (g) State **two** strategies that may be adopted in an organization to enhance the loyalty of a new customer. (2 marks)

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7. (a) The management of Sifa Engineering Works has noted reduced upward communication. Explain two measures that may be taken to address this situation. (4 marks)
- (b) With the aid of an illustration, outline the steps involved in the process of communication. (6 marks)
8. (a) Explain three activities that the chairperson should carry out in preparation for a meeting. (6 marks)
- (b) An interviewer may form certain perceptions from an interviewee's appearance. Outline two such perceptions. (2 marks)
- (c) Explain the reason that makes it necessary to use each of the following features in a power point presentation:
- (i) images;
- (ii) bullets. (2 marks)

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

*Answer any THREE questions from this section.*

9. (a) Outline **four** functions served by the business description section of a business plan. (4 marks)
- (b) Distinguish between limited liability and unlimited liability as used in business ownership. (4 marks)
- (c) State **two** ways in which an entrepreneur may benefit from agency banking services. (2 marks)
10. (a) Highlight **three** advantages of keeping electronic records in a business organization. (3 marks)
- (b) Outline **four** benefits that may be associated with the growth of entrepreneurship in a country. (4 marks)
- (c) Jack recently left salaried employment to become self employed. State **three** reasons that may have informed this decision. (3 marks)



11. (a) Paza Limited intends to promote its newly launched product through sales promotion. Highlight **four** advantages of this method of promotion. (4 marks)
- (b) Outline **four** reasons that may lead to failure of a business during the start-up phase. (4 marks)
- (c) Explain the term 'innovation' as used in entrepreneurship. (2 marks)
12. (a) Explain **two** purposes served by carrying out a pre-feasibility study of a business opportunity. (4 marks)
- (b) State **three** ways in which a business organization may be socially responsible towards each of the following stakeholders:
- (i) suppliers;
- (ii) employees. (6 marks)

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