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**ICT, COMMUNICATION SKILLS  
AND ENTREPRENEURSHIP**

Oct./Nov. 2018

Time: 3 hours



**THE KENYA NATIONAL EXAMINATIONS COUNCIL**

**Diploma in Nutrition and Dietetics**  
**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 Child Care and Protection**  
**Diploma in Textile Technology**  
**Diploma in Petroleum Geoscience**  
**Diploma in Counselling**  
**Diploma in Food Science and Processing Technology**  
**Diploma in Sustainable Agriculture and Rural Development**  
**Diploma in Baking Technology**

**MODULE I**

**ICT, COMMUNICATION SKILLS AND ENTREPRENEURSHIP**

**3 hours**

**INSTRUCTIONS TO CANDIDATES**

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

*Answer booklet;*

*Mathematical tables / a non programable scientific calculator .*

*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.**

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**Turn over**

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

1.

(a) Outline **two** characteristics of each of the following computers:

- (i) laptop computers; (2 marks)
- (ii) fifth generation computers; (2 marks)
- (iii) special purpose computers. (2 marks)

- (b) (i) State **three** advantages of using a keyboard as a device to input data into a computer. (3 marks)
- (ii) Figure 1 shows coded information in a computer. Study and use it to answer the questions that follows:



Figure 1

- I. state the category of input devices that the technology is based on; (1 mark)
- II. outline **four** advantages of the category of input devices in (ii)I. (4 marks)

(c) A technician was asked to purchase an output device to be used in a conference room. Explain the factors that he should consider when purchasing the device. (6 marks)

2. (a) Explain **three** functions of an operating system in a computer. (6 marks)
- (b) Explain the functions of each of the following in a control panel section of an operating system:
- (i) windows fire wall; (2 marks)
  - (ii) display. (2 marks)

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- (c) The following is an extract from a spreadsheet program. Study and use it to answer the questions that follows:

	A	B	C	D
1	HOME EXPENSES	BUDGET	ACTUAL	DIFFERENCE
2	Electricity	2300	2500	-200
3	Water	1200	1000	200
4	internet	500	600	-100
5	Milk supply	1200	800	400
6	Car Maintenance	7000	10000	-3000
7	Others	15000	18000	-3000

Figure 2

- (i) state the formula used in cell D2; (2 marks)
- (ii) state **four** formats that can be applied to data in cell D2; (2 marks)
- (iii) outline the procedure that should be followed to sort out the data in ascending order of the ACTUAL field. (3 marks)
- (d) Outline the **six** steps that should be followed in data processing. (3 marks)
3. (a) Explain a situation where each of the following types of computer network is suitable:
- (i) LAN; (2 marks)
- (ii) MAN; (2 marks)
- (iii) WAN. (2 marks)
- (b) Distinguish between slide transition and animation as used in presentation programs. *SLIDE TRANSITION* (4 marks)
- (c) Explain the functions of each of the following features in a word processing program:
- (i) hyphenation; (2 marks)
- (ii) Auto correct; (2 marks)
- (iii) Print preview. (2 marks)
- (d) Explain each of the following terms as used in the internet:
- (i) browser; *used while br* (2 marks)
- (ii) search engine. (2 marks)

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**SECTION B: COMMUNICATION SKILLS (20 marks)***Answer any ONE question from this section.*

4. (a) State **four** requirements of effective business communication. (4 marks)
- (b) Explain **three** ways in which cultural factors may hinder effective oral communication. (6 marks)
- (c) Explain **five** characteristics of a good questionnaire. (10 marks)
5. (a) Outline **four** reasons that make written reports popular in business organisations. (4 marks)
- (b) State **four** guidelines that should be followed when using flip charts during a business presentation. (4 marks)
- (c) Explain **two** ways in which each of the following principles of effective communication may be applied:
- (i) courtesy;
- (ii) consideration. (8 marks)
- (d) Explain **four** factors that may contribute to the failure of a committee meeting. (8 marks)

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**SECTION C : ENTREPRENEURSHIP (40 marks)**

*Answer any TWO questions from this section.*

6. (a) State **four** features of a partnership form of business ownership. (4 marks)
- (b) Distinguish between each of the following sets of terms as used in entrepreneurship:
- (i) creativity and innovation;
  - (ii) entrepreneur and businessman
- (8 marks)
- (c) Explain **four** reasons that make it necessary for an enterprise to conduct product promotion. (8 marks)
7. (a) Outline **four** types of information that should be contained in the financial plan component of a business plan. (4 marks)
- (b) Business organisations are increasingly using telemarketing as a direct marketing tool. Explain **four** reasons that may account for this increase. (8 marks)
- (c) Explain **four** strategies that the management of an organisation may adopt to control the spread of HIV and Aids. (8 marks)
8. (a) Explain **five** advantages of using a fax machine for business communication. (10 marks)
- (b) Explain **three** economic factors that may enhance entrepreneurial development in an economy. (6 marks)
- (c) Outline **four** benefits that an enterprise may derive from implementing a good corporate social responsibility (CSR) policy. (4 marks)

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