newsspot.co.ke
Remove Watermark Now

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 incase 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 database model and the network database model. (4 marks)

pdfelement

newsspot.co.ke
Remove Watermark Now

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)

pdfelement

newsspot.co.ke

Remove Watermark Now

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)

pdfelement

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)

THIS IS THE LAST PRINTED PAGE.