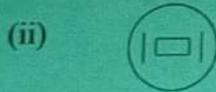


**SECTION A: INFORMATION COMMUNICATION TECHNOLOGY (40 marks)**

*Answer any FOUR questions from this section.*

1. (a) Explain the purpose of the ports of a laptop that have the following symbols:



(6 marks)

(b) Distinguish between plotters and printers as computer output devices. (4 marks)

2. (a) Computer software may be classified as systems software or applications software. State the category of each of the following software:

- (i) language editor;
- (ii) spreadsheet;
- (iii) windows;
- (iv) linker;
- (v) database;
- (vi) DBMS.

(3 marks)

(b) Outline the steps that should be followed when searching for a given document in a computer. (3 marks)

(c) Explain **two** reasons that make it necessary to maintain data privacy in an organization. (4 marks)

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3. (a) Distinguish between delete and backspace keys as used in word-processing. (4 marks)
- (b) The following worksheet was extracted from the sales records of XYZ enterprises. Use it to answer the questions that follow.

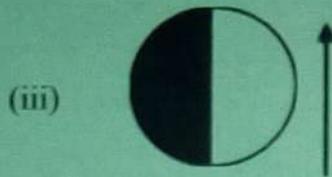
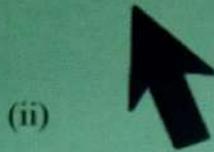
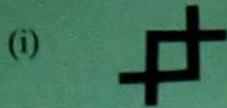
|    | A                            | B              | C               | D            | E            | F |
|----|------------------------------|----------------|-----------------|--------------|--------------|---|
| 1  | <b>XYZ ENTERPRISES</b>       |                |                 |              |              |   |
| 2  | <b>SALES RECORDS IN KSHS</b> |                |                 |              |              |   |
| 3  | <b>SALESPERSON</b>           | <b>January</b> | <b>February</b> | <b>March</b> | <b>TOTAL</b> |   |
| 4  | Abraham                      | 15000          | 13000           | 17000        |              |   |
| 5  | Shalom                       | 20000          | 18000           | 14000        |              |   |
| 6  | Maria                        | 16000          | 19000           | 12000        |              |   |
| 7  | Green                        | 11000          | 22000           | 17000        |              |   |
| 8  |                              |                |                 |              |              |   |
| 9  | <b>TOTAL SALES</b>           |                |                 |              |              |   |
| 10 |                              |                |                 |              |              |   |

- (i) Write the formula that should be used to compute the total sales for the three months.
- (ii) Write the formula that would be used to display the highest total sales for the three months.
- (iii) State **two** benefits that the organization may derive from keeping such sales data in a spreadsheet program. (6 marks)

4. (a) A students' database comprises of a students' details table and a receipts' table.
- (i) State the appropriate primary key for each table;
- (ii) State the appropriate linking field to show the relationship between the two tables. (4 marks)
- (b) Outline the steps that should be followed when creating an email address. (6 marks)

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 2502/101    2509/101    2603/101    2709/101  
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5. (a) Identify and state the purpose of each of the following tools used in desktop publishing.



(3 marks)

(b) Outline the steps involved in editing a slide in a presentation program. (3 marks)

(c) Explain **two** environmental challenges posed by the use of Information Communication Technology. (4 marks)

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

Answer question 6 (COMPULSORY) and ONE other question from this section.

6. (a) Outline **four** features of a good business report. (4 marks)

(b) Distinguish between intrapersonal communication and interpersonal communication. (4 marks)

(c) Explain **two** essentials of a valid meeting. (4 marks)

(d) The management of Palm Limited has invited you to speak at a conference. You are however unable to attend the conference. Write a letter to the organization to decline the invitation. (8 marks)

7. (a) State **four** considerations that a person should make when choosing a medium of communication. (4 marks)

(b) Distinguish between public relations and customer care. (4 marks)

(c) Outline **two** objectives that the management of an organization may seek to achieve through downward communication. (2 marks)

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★ (a) Explain the role of each of the following aspects during oral communication:

- (i) pitch; *clarity*
- (ii) intonation; *range & quality of voice (emphasis)*
- (iii) pause. *for audience to digest info*

(6 marks)

(b) Highlight **four** ways in which an employee of an organization may demonstrate business etiquette during a communication situation. (4 marks)

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

Answer **THREE** questions from this section.

9. (a) Distinguish between self employment and salaried employment. (4 marks)

(b) Explain the reason that makes each of the following characteristics important to an entrepreneur: *high risk of failure, large up-front investment, you work for someone else, and earn a living*

- (i) visionary;
- (ii) internal locus of control;
- (iii) goal-orientation.

(6 marks)

10. (a) Outline **four** criteria that a viable business idea should meet. (4 marks)

(b) Explain **three** objectives that the financial section of a business plan may seek to achieve. (6 marks)

11. (a) Explain the way in which each of the following factors may inhibit entrepreneurial development:

- (i) religion;
- (ii) language.

(4 marks)

(b) State **three** market strategies that an entrepreneur may adopt to cope with competition. (3 marks)

(c) Outline **three** basis on which business partners may be classified. (3 marks)

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12. (a) Outline **four** ways in which a business enterprise may demonstrate its responsibility towards competitors. (4 marks)
- (b) Business enterprises are increasingly emphasising on networking. Explain **three** reasons that may account for this emphasis. (6 marks)

- Increase productivity  
- Complete working hours  
- Increase sales  
- For security  
- For financial support

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