THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN AERONAUTICAL ENGINEERING
(AIRFRAME AND ENGINES OPTION)
(AVIONICS OPTION)

MODULE I

ENTREPRENEURSHIP AND COMMUNICATION TECHNOLOGY

3 hours

INSTRUCTIONS TO CANDIDATES

You should have the following for this examination:
Answer booklet;
Drawing instruments;
Non-programmable Scientific calculator.

This paper consists of TEN questions in THREE sections; A, B and C.
Answer question ONE and any other question from section A, any TWO questions from section B
and any ONE question from section C.
All questions carry equal marks.
Maximum marks for each part of a question are as 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 QUESTION 1 and any other ONE question from this section.

1. (a) Explain three functional units of the central processing unit. (6 marks)

(b) Highlight three uses of internet in a learning institution. (6 marks)

(c) With reference to Microsoft Word:
   (i) define the term mail merge; (6 marks)
   (ii) name and explain three documents created during the mail merge process. (8 marks)

2. (a) Table 1 represents the employees database for Nomok College created using Microsoft Access.

<table>
<thead>
<tr>
<th>EMPLOYEE NUMBER</th>
<th>EMPLOYEE NAME</th>
<th>DEPARTMENT</th>
<th>BASIC SALARY (KSHS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>101</td>
<td>Faith Kyule</td>
<td>Catering</td>
<td>20,000.00</td>
</tr>
<tr>
<td>106</td>
<td>Amos Koech</td>
<td>Accounts</td>
<td>18,000.00</td>
</tr>
<tr>
<td>110</td>
<td>Purity Kamau</td>
<td>Library</td>
<td>24,000.00</td>
</tr>
<tr>
<td>118</td>
<td>Alex Ochieng</td>
<td>Catering</td>
<td>19,000.00</td>
</tr>
<tr>
<td>120</td>
<td>Mary Mule</td>
<td>House Keeping</td>
<td>22,000.00</td>
</tr>
</tbody>
</table>

(i) Name the appropriate data type for the fields listed below:

(1) employee number;

(II) department;

(III) basic salary.

(ii) Identify the appropriate field to be used as a primary key. Give a reason for your answer.

(iii) Outline the database tool that can be used to display the employee name and department fields only. (6 marks)
Name and state the function of the keyboard keys represented by the following symbols:

(i) \[ \leftarrow \quad \text{: backspace} \]

(ii) \[ \leftarrow \quad \text{: enter} \]

(iii) \[ \uparrow \quad \text{: shift} \]

(iv) \[ \leftrightarrow \quad \text{: skip} \]

(e) Outline three advantages of a computer over a calculator. (8 marks)

3. (a) Highlight four limitations of computer networking. (8 marks)

(b) Explain the following terms as used in Desktop Publishing:

(i) \text{toolbox;}

(ii) \text{cropping;}

(iii) \text{master page.} (6 marks)

(c) Explain three components of a spreadsheet. (6 marks)

4. (a) Using table 2 below, classify the listed storage devices:

- hard disk; floppy disk;
- DVD RW; memory card;
- flash disk; zip disk.

<table>
<thead>
<tr>
<th>Optical</th>
<th>Magnetic</th>
<th>Solid State</th>
</tr>
</thead>
</table>

(b) Explain the following terms as used in Windows Operating Systems:

(i) \text{desktop;}

(ii) \text{icon;}

(iii) \text{task bar.} (6 marks)
With reference to Microsoft Powerpoint:

(i) define the term slide;
(ii) explain three types of views used when creating a presentation.  

8 marks

SECTION B: ENTREPRENEURSHIP (40 marks)

Answer TWO questions from this section.

5. (a) Outline five reasons that may encourage an individual to leave salaried employment and start a business.  

5 marks

(b) Mr. Mapato wants to start a seafood restaurant. Explain five environmental factors he should consider before venturing into the business. 

10 marks

(c) Outline five reasons that may hinder business firms from using ICT in their operations.  

5 marks

6. (a) Explain four cultural factors that may inhibit entrepreneurial development in Kenya.  

8 marks

(b) Outline three benefits of a business social responsibility to:

(i) shareholders;

(ii) community.  

6 marks

(c) Giving relevant examples, explain the following types of entrepreneurs:

(i) acquirers;

(ii) speculators;

(iii) social entrepreneurs.  

6 marks

7. (a) Explain five benefits of keeping business records in an organization.  

10 marks

(b) (i) Define the term E-commerce.

(ii) Explain four benefits of e-commerce to consumers.  

10 marks
8. (a) Manyak has been advised to write a business plan before starting a business.
   (i) Outline the information he should include in the marketing plan component of
       the business plan.
   (ii) Outline the procedure Manyak should follow in starting the business.  
       (12 marks)

   (b) Explain four ways of identifying a business opportunity.  
       (8 marks)

SECTION C: COMMUNICATION SKILLS (20 marks)

Answer any ONE question from this section.

9. (a) Highlight four factors that influence the choice of a communication channel.  
       (8 marks)

   (b) (i) Outline three disadvantages of oral communication.  
       (6 marks)
   (ii) Highlight three circumstances when written communication would be preferred.  
        (6 marks)

   (c) Explain three types of interviews that may conducted in an organization.  
       (6 marks)

10. (a) Differentiate between the following types of communication:
    (i) upward and downward communication;
    (ii) diagonal and horizontal communication.  
         (4 marks)

    (b) Outline four qualities of an effective customer care officer.  
         (4 marks)

    (c) Outline four roles of non-verbal communication.  
         (4 marks)

    (d) Following the escalating cases of terrorism, you plan to hold a meeting with the staff
        in your organization to address the safety measures to be taken. Write a notice for the
        meeting indicating the agenda. 
         (8 marks)

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