

LEVEL 4

Demonstrate Entrepreneurial Skills

March/April 2026



**TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION
COUNCIL (TVET CDACC)**

WRITTEN ASSESSMENT

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATE

1. This paper consists of **TWO** sections **A** and **B**.
2. Answer **ALL** the questions in each section.
3. Marks for each question are indicated in the brackets.
4. You are provided with a separate answer booklet to answer the questions.
5. Do not write on the question paper.

This paper consists of FOUR (4) printed pages.

**Candidate should check the question paper to ascertain that all pages
are printed as indicated and that no questions are missing.**

SECTION A (10 MARKS)

Answer ALL questions in this section

1. The process of coming up with business ideas is known as.
 - A. Business financing
 - B. Idea generation
 - C. Marketing strategy
 - D. Business expansion
2. Identify the legal requirement when starting a small-scale business.
 - A. Customer loyalty
 - B. Advertising
 - C. Business expansion
 - D. Business registration
3. Identify a business internal control from the options below.
 - A. Ignoring expenses
 - B. Keeping financial records
 - C. Spending without planning
 - D. Avoiding budgets
4. Maintaining good customer relations mainly helps a business to:
 - A. Reduce workers
 - B. Increase taxes
 - C. Retain customers
 - D. Avoid competition
5. Monitoring and controlling business operations helps an entrepreneur to:
 - A. Avoid planning
 - B. Ensure efficiency and accountability
 - C. Increase expenses
 - D. Reduce production

6. Incorporating technology in business growth can help an entrepreneur to:
 - A. Increase manual work
 - B. Improve efficiency and communication
 - C. Reduce market reach
 - D. Avoid innovation
7. Preparing a business plan for a small enterprise helps an entrepreneur to:
 - A. Guide business operations and growth
 - B. Avoid decision-making
 - C. Reduce record keeping
 - D. Eliminate risks
8. Basic financial management in a small business mainly involves:
 - A. Guessing profits
 - B. Avoiding budgeting
 - C. Ignoring expenses
 - D. Proper handling of business money
9. Keeping customer records in a business is important because it helps to:
 - A. Increase paperwork only
 - B. Reduce sales
 - C. Improve customer service
 - D. Avoid follow-ups
10. Building audience interest in a product or service mainly helps a business to:
 - A. Reduce sales
 - B. Increase market awareness
 - C. Increase operating costs only
 - D. Limit customers

SECTION B (40 MARKS)

Answer ALL questions in this section

11. Richard has noticed that his business has limited resources and many activities to handle. Identify FOUR ways in which setting business priorities can improve the management of his business. (4 Marks)
12. Alloys wants to buy a posho mill machine to add to his business. State FOUR ways cost-benefit analysis can help in making the decision to purchase the machine. (4 Marks)
13. Kellen, a manager at Shauri company Ltd, suspects misuse of business funds by employees. List FOUR internal control measures that she can be put in place to curb the misuse. (4 Marks)
14. A cyber attendant has noticed that his printing business has high operating costs. Identify ways the cyber attendant can avoid unnecessary or low-priority expenses. (4 Marks)
15. Jacklin wants to introduce new beauty services to her salon. State FOUR factors she should consider before introducing additional services. (4 Marks)
16. A milk retail shop owner wants to increase its sales beyond its current location. Name FOUR methods the shop owner can use to identify and reach new markets. (4 Marks)
17. RightTech Ltd wants to remain competitive over the next five years. Identify FOUR reasons why RightTech Ltd should consider emerging issues and trends when planning business growth. (4 Marks)
18. Ms. Achieng, who runs a small retail shop, rarely checks daily sales and expenses. List FOUR reasons why regular monitoring and control of business operations is important in her business. (4 Marks)
19. A supervisor at Buildlight construction limited has observed that the casual workers are always in constant fights with the skilled workers. Mention FOUR ways the supervisor can use to maintain good working relations within its employees. (4 Marks)
20. A fabrication company has recorded several minor accidents in the workshop. Mention FOUR occupational safety and health measures that should be observed at the company. (4 Marks)