

**LEVEL 6**

**Apply Entrepreneurial Skills**

**March/April 2026**



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

**WRITTEN ASSESSMENT**

**TIME: 2 HOURS**

**INSTRUCTIONS TO CANDIDATES**

1. The paper consists of **TWO** sections: **A** and **B**.
2. Answer **ALL** questions in section **A**
3. Answer question **ELEVEN (11)** and any other **TWO (2)** questions in section **B**
4. Marks for each question are indicated in the brackets.
5. Candidates are provided with a separate answer booklet
6. **DO NOT** write on this question paper.

**This paper consists of THREE (3) printed pages**

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

**SECTION A (40 MARKS)**

*Answer ALL questions in this section*

1. Identify FOUR challenges that most entrepreneurs face when venturing into a new business enterprise. (4 Marks)
2. Incorporating Information Communication Technology in businesses is sometimes challenging especially to new startups. State FOUR challenges of embracing ICT in business enterprises. (4 Marks)
3. Maggie is planning to set prices for business items. List FOUR factors she would consider when setting prices. (4 Marks)
4. Identify FOUR traits of an entrepreneur that makes them succeed in their business. (4 Marks)
5. A business has five main stages in its life cycle. State FOUR main activities that take place at the growth stage. (4 Marks)
6. Define the meaning the following terms in reference to insurance services; (4 Marks)
  - a) Benevolent Party
  - b) Policy Period.
7. For an enterprise to operate successfully, an entrepreneur or a business person has to undertake various critical responsibilities. State FOUR roles of an entrepreneur in business. (4 Marks)
8. A key component of a successful marketing strategy is the applying the marketing mix. Mention FOUR components of a market mix. (4 Marks)
9. List FOUR key barriers that hinder entrepreneurial development. (4 Marks)
10. Sources of business ideas provide valuable insights and opportunities for entrepreneurs to develop viable business concepts. State FOUR sources of business ideas to entrepreneurs. (4 Marks)

**SECTION B (60 MARKS)**

*Answer Question 11 And Any Other Two Questions in this Section*

11. The Kenyan government aims to encourage school leavers to engage in entrepreneurial activities. Nyota Fund was launched as one of the many initiatives spearheaded with an objective to train youths on entrepreneurship and provide them funds for startups. As an entrepreneurship graduate:
  - a) Explain FIVE internal sources of finance that the youths can use to fund their businesses. (10 Marks)

- b) Explain FIVE contribution of entrepreneurship to the economy of a country. (10 Marks)
12. Jemoo started a timber business in a nearby town and within six months, the business was already generating significant profits. However, Jemoo had a big challenge in deciding where to save his money, he also lacks skills in debt management. As a business consultant:
- a) Discuss FIVE factors Jemoo should consider to enable him to choose the right institution to save. (10 Marks)
  - b) Describe FIVE ways debt management contributes to long-term financial stability to help Jemoo make informed decision. (10 Marks)
13. Understanding business legal aspects is essential for entrepreneurs and business owners when making business decisions:
- a) Explain FIVE forms of business ownership. (10 Marks)
  - b) Discuss FIVE Employment Laws in Kenya. (10 Marks)
14. During a business training seminar for XYZ youth group, it was stated that “the success of any business largely relies on thorough and effective business planning.”
- a) Explain FIVE Importance of an Executive Summary section in a business plan. (10 Marks)
  - b) Operational and Production Plan is a critical component in business planning. Explain FIVE importance of an Operational and Production Plan. (10 Marks)