
CERTIFIED ACCOUNTING TECHNICIAN

LEVEL 1 EXAMINATION

L1.3: BUSINESS MANAGEMENT, ETHICS AND ENTREPRENEURSHIP

WEDNESDAY: 12 JUNE 2013

INSTRUCTIONS:

- 1. Time Allowed: 3 hours 15 minutes** (15 minutes reading and 3 hours writing).
- This examination has **seven** questions and only **five** questions are to be attempted.
- Marks allocated to each question are shown at the end of the question.

QUESTION ONE

Any product you purchase today is made available to you through a marketing process that includes 4 vital ingredients commonly referred to as the “**the marketing mix**” or **4Ps**. Define and explain using examples the marketing mix variables.

(Total 20 marks)

QUESTION TWO

- Outline **six** characteristics of entrepreneurs that make them different from other people. (3marks)
- Explain **six** stages that are involved in the enterprise process as described by Lynch and Roche (1999). (9 marks)
- State different parts that should be generally included in the business plan. (8 marks)

(Total 20 marks)

QUESTION THREE

Describe the **five** competitive forces that shape the strategy of a company. (Total20 marks)

QUESTION FOUR

The term “business ethics” is frequently mentioned in management forums with concern to what is ethical and what is unethical.

Required: Discuss the concept of business ethics. (Total 20marks)

QUESTION FIVE

- Define the term “business incubation.” (3 marks)
- Highlight **two** goals of business incubation programme. (4 marks)
- Explain **four** benefits a business enterprise would realize from business incubation programme. (8 marks)
- Discuss the advantages of networking among entrepreneurs. (5 marks)

(Total 20 marks)

QUESTION SIX

- List **five** factors that can act as a barrier to organizational change. (5 marks)
- What can be done to address the five barriers you have listed in (a) above. (15 marks)

(Total 20 marks)

QUESTION SEVEN

- Define the term “social networking services”. (3 marks)
- Briefly explain **three** advantages of web services to a business in Rwanda (3 marks)
- Describe **seven** pricing strategies used in marketing. (14 marks)

(Total 20 marks)

End of question paper