COMMUCATIN SKILLS

ATD CAT 2

**PART A**

**QUESTION ONE**

(a)

(i) Define the term “entrepreneurial opportunity”. (1 mark)

(ii) List SIX qualities of a good entrepreneurial opportunity. (6 marks)

(b) Identify FIVE challenges faced by entrepreneurs at the growth stage of the business. (5 marks)

(c) Analyse FOUR categories of stakeholders that could contribute to the success of a new business venture. (8

**QUESTION TWO**

(a) Outline FIVE restrictions that a franchisor could impose on a franchisee. (5 marks)

(b) Identify FIVE benefits of marketing to a business organisation. (5 marks)

(c) Analyse FIVE reasons that make an executive summary to be the most important component of a business plan. (10 marks) (Total: 20 marks)

**QUESTION THREE**

(a)

(i) Explain the meaning of a business incubator. (2 marks)

(ii) Summarise FOUR roles of a business incubator. (8 marks)

(b) Highlight FOUR factors that might be considered by an entrepreneur when selecting venture capital. (4 marks)

(c) Discuss THREE similarities between a sole proprietorship business and a partnership form of business ownership. (6 marks)

**PART B**

1. Which of the following is an example of active listening?
   1. Interrupting the speaker to share your own experiences.
   2. Nodding and making eye contact while the speaker talks.
   3. Checking your phone during the conversation.
   4. Finishing the speaker's sentences.
2. When conveying difficult news, it's important to:
   1. Use technical jargon to ensure clarity.
   2. Avoid showing empathy to maintain professionalism.
   3. Be direct and honest while showing empathy and sensitivity.
   4. Delay delivering the news to give the recipient time to prepare.
3. Which communication channel is best for conveying complex information?
   1. Face-to-face meetings.
   2. Phone calls.
   3. Emails.
   4. Instant messaging.
4. How can you maintain clarity in written communication?
   1. Use excessive jargon and technical terms.
   2. Use long and complex sentences to sound more professional.
   3. Keep the message concise and use plain language.
   4. Avoid using headings and bullet points.
5. What is the purpose of using positive body language in communication?
   1. To intimidate the other person.
   2. To show interest and engagement.
   3. To conceal emotions and thoughts.
   4. To appear aloof and indifferent.
6. When faced with a misunderstanding, it is essential to:
   1. Blame the other person for the miscommunication.
   2. Ignore the issue and move on.
   3. Seek clarification and actively listen to the other person's perspective.
   4. Immediately escalate the situation to a higher authority.
7. What is the benefit of using open-ended questions in a conversation?
   1. They allow for a quick exchange of information.
   2. They make the other person feel pressured to respond.
   3. They encourage in-depth responses and foster deeper understanding.
   4. They are more suitable for casual conversations, not professional ones.
8. Which of the following is a non-verbal cue that someone is disinterested in the conversation?
   1. Maintaining eye contact.
   2. Nodding frequently.
   3. Crossing arms and avoiding eye contact.
   4. Leaning forward with an engaged posture.
9. What is the significance of giving constructive feedback in the workplace?
   1. To criticize and undermine colleagues.
   2. To build trust and improve performance.
   3. To avoid confrontation and maintain harmony.
   4. To assert authority and control over subordinates.
10. Which communication skill is vital when working in a diverse team?
    1. Ignoring cultural differences to promote a unified approach.
    2. Using humor to break down cultural barriers.
    3. Being open-minded and respectful of different perspectives and customs.
    4. Assigning tasks based on cultural backgrounds to maximize efficiency.
11. Which of the following is an appropriate use of humor in communication?
    1. Making fun of someone's appearance to lighten the mood.
    2. Using inside jokes that exclude certain team members.
    3. Using light-hearted humor to create a positive and inclusive atmosphere.
    4. Using sarcasm to convey important information effectively.
12. What should you do if you accidentally send an email with incorrect information?
    1. Apologize immediately and accept responsibility for the error.
    2. Ignore it and hope the recipient doesn't notice.
    3. Blame technical issues for the mistake.
    4. Ask a colleague to address the error without your involvement.
13. Which of the following statements demonstrates empathy in communication?
    1. "It's not my fault you missed the deadline."
    2. "I understand that this project has been challenging for you."
    3. "You should have asked for help earlier."
    4. "I don't see why you're so upset about this."
14. In a team meeting, how can you ensure that everyone has an opportunity to speak?
    1. Allow only senior members to share their opinions.
    2. Encourage everyone to speak by setting a time limit for each person.
    3. Avoid calling on individuals and let people speak up voluntarily.
    4. Ask questions that only require a yes or no answer to save time.
15. Which communication method is best suited for conveying sensitive information?
    1. A public announcement.
    2. A team chat in an instant messaging application.
    3. A one-on-one meeting in a private setting.
    4. An email to all stakeholders.
16. How can you demonstrate assertiveness without being aggressive in communication?
    1. Raise your voice to emphasize your point.
    2. Use "I" statements to express your thoughts and feelings.
    3. Interrupt others to assert your ideas more effectively.
    4. Avoid direct confrontation in any situation.
17. What is the primary purpose of using visual aids during a presentation?
    1. To make the presentation longer and more impressive.
    2. To distract the audience from the main points.
    3. To enhance understanding and retention of information.
    4. To display your artistic skills.
18. Which of the following is an essential aspect of effective negotiation?
    1. Using manipulation to get what you want.
    2. Focusing solely on your interests and disregarding others'.
    3. Active listening to understand the other party's needs and concerns.
    4. Avoiding compromise at all costs.
19. When receiving feedback from a colleague, what should you do first?
    1. Defend your actions and provide excuses for your behavior.
    2. Acknowledge and thank the colleague for their feedback.
    3. Ignore the feedback if you disagree with it.
    4. Criticize the colleague for their lack of understanding.
20. Which communication skill is essential when resolving conflicts within a team?
    1. Blaming others for the conflict.
    2. Avoiding discussions about the issue.
    3. Active listening and finding common ground.
    4. Escalating the conflict to upper management.
21. When conducting a virtual meeting, how can you ensure active participation?
    1. Encourage multitasking during the meeting to stay productive.
    2. Mute all participants to avoid background noise.
    3. Use interactive tools like polls and breakout rooms.
    4. Avoid showing your webcam to maintain privacy.
22. Which of the following is an example of a closed-ended question?
    1. "Tell me about your experience working on this project."
    2. "How do you feel about the new company policy?"
    3. "Did you enjoy the training session?"
    4. "What are your thoughts on the latest industry trends?"
23. In a group setting, how can you show appreciation for someone's contribution?
    1. Criticize their work to encourage improvement.
    2. Acknowledge their efforts publicly and privately.
    3. Take credit for their ideas to enhance your reputation.
    4. Disregard their contribution as insignificant.
24. What is the purpose of using feedback loops in communication?
    1. To create unnecessary redundancy in communication channels.
    2. To facilitate continuous improvement and understanding.
    3. To encourage one-way communication to avoid confusion.
    4. To maintain a hierarchical structure within the organization.
25. How can you tailor your communication style when speaking to someone from a different age group?
    1. Use complex vocabulary to demonstrate your expertise.
    2. Speak louder to ensure they hear you clearly.
    3. Adjust your language and tone to suit their preferences and comprehension level.