



(Knowledge for Development)

KIBABII UNIVERSITY

(KIBU)

**SPECIAL/SUPPLEMENTARY EXAMINATIONS
2019/2020 ACADEMIC YEAR**

**END OF SEMESTER EXAMINATIONS
YEAR FOUR SEMESTER TWO EXAMINATIONS**

**FOR THE DEGREE OF
BACHELORS OF SCIENCE
(INFORMATION TECHNOLOGY)**

COURSE CODE : BIT 423

**COURSE TITLE : INFORMATION TECHNOLOGY
ENTREPRENEURSHIP**

DATE: 12/02/2021

TIME: 11.00 A.M. – 1.00 P.M.

**INSTRUCTIONS TO CANDIDATES
ANSWER QUESTIONS ONE AND ANY OTHER TWO**

QUESTION ONE [COMPULSORY] [30 MARKS]

- a. Explain the importance of a market place in sustaining the growth of a business. [2 Marks]
- b. Discuss any three sources of finance for start-up businesses. [6 Marks]
- c. Describe any two characteristics of good team members. [4 Marks]
- d. Identify any three sources of a business idea. [3 Marks]
- e. Discuss the importance of a customer profile. [2 Marks]
- f. Distinguish between the following business functions. [4 Marks]
 - i. Marketing and production
 - ii. Accounting and finance
- g. Explain how conflict can be beneficial to teamwork. [2 Marks]
- h. Distinguish between opportunity assessment plan and a business plan. [2 Marks]
- i. Because new ventures often emerge at the cutting edge of innovation, sorting out the ethics involved can be particularly challenging not because technology is always "value loaded". Elaborate. [3 Marks]
- j. Distinguish between internal and external growth. [2 Marks]

QUESTION TWO [20 MARKS]

- a. Explain three advantages and two disadvantages of Partnership. [10 Marks]
- b. Discuss any three causes of business failure and state in each case how the same can be averted. [10 Marks]

QUESTION THREE [20 MARKS]

- a. Explain any three ways in which Kibabii University can benefit from the knowledge of intellectual property. [6 Marks]
- b. Identify the four components of opportunity assessment plan. [4 Marks]
- c. Explain in details the elements of a business plan. [10 Marks]

QUESTION FOUR [20 MARKS]

- a. The importance of IT adoption in business cannot be overlooked more than ever in the 21st century. Discuss the benefits of adopting IT in business. [10 Marks]
- b. Describe the five stages of team development. [10 Marks]

QUESTION FIVE [20 MARKS]

- a. The business world stayed pretty much the same for a century or so after the Industrial Revolution but it's probably safe to say that it is never going to happen again. The exponential rate at which technology is developing, mutating, and adapting is so fast that one can't help but be swept away in a tidal wave of progress. Discuss any four ways in which information technology has or is changing business activity. [12 Marks]
- b. IT plays a vital role in different phases of a business. Explain the role of IT in the following phases of a business. [8 Marks]
 - i. Decision making
 - ii. Marketing and business growth
 - iii. Customer support and satisfaction
 - iv. Resource management and globalisation