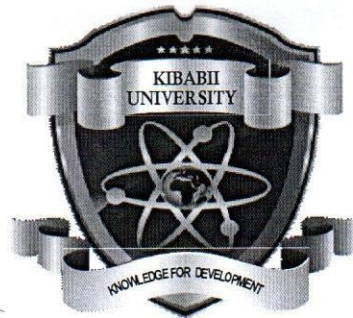60

(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS
2019/2020 ACADEMIC YEAR

END OF SEMESTER EXAMINATIONS
YEAR FOUR SEMESTER TWO

FOR THE DEGREE OF
COMPUTER SCIENCE

COURSE CODE : CSC 421
COURSE TITLE : ENTREPRENEURSHIP

DATE: 09 /11/2020   TIME: 2:00 P.M – 4:00 P.M

INSTRUCTIONS:

ANSWER QUESTIONS ONE and ANY OTHER TWO

QUESTION ONE [COMPULSORY] [30 MARKS]

a) Explain the how the following steps can help an a computer scientists in idea generation

    i.   Suit

                                                     [1 mark]

    ii.   Technology

                                                     [1 mark]

    iii.   Balance

                                                     [1 mark]

    iv.   Propulsion.

                                                     [1 mark]

b) Explain what you can do with your customer.   [2 marks]

c) There are general rules when analyzing the attractiveness of ideas. Explain how the three mentioned rules below are of importance

    i.   Avoid product that require change policy   [2 marks]

    ii.   Avoid products that are simply product extension of a competitor   [2 marks]

    iii.   Look for a product that is more attractive to the more intelligent customers. [2 marks]

d) Generated three unique business ideas and explain whether each the ideas is technology push or market pull.   [4 marks]

e) Describe the singular necessary and sufficient condition to start a company.   [4 marks]

f) Describe the role of team after generation of a business idea   [4 marks]

g) Differentiate between Total addressable Market (TAM) and served addressable market (SAM)   [2 marks]

QUESTION TWO [20 MARKS]

a) State any FOUR income statement assumptions.   [4 marks]

b) Describe the key components of business financial plan   [6 marks]

c) With aid of a diagram explain the financing milestones   [10 marks]

QUESTION THREE [20 MARKS]

a) Explain the following terms

    i.   Break even analysis.   [2.5 marks]

    ii.   Multi server Queue   [2.5 marks]

b) Describe the FOUR action framework and give an appropriate example   [10 marks]

c) Generate a business idea in geographical information system (GIS) and justify the idea using principles learnt.   [5 marks]

QUESTION FOUR [20 MARKS]

a) Describe what should be scaled in a business [2 marks]

b) Explain how alignment is refined in a new venture. [4 marks]

c) Describe how you as a computer science entrepreneur will make money off your product [6 marks]

d) Describe the steps as an entrepreneur to optimally design in a balanced fashion and build your product. [6 marks]

e) Why have board of Director and company lawyers in a new venture. [2 marks]

QUESTION FIVE [20 MARKS]

a) Describe chronologically how a customer can acquire your product [5 marks]

b) Using a diagrammatic representation of a pyramid explain how an idea can grow into a compact business plan [10 marks]

c) Describe competitive advantage [5 marks]