



(Knowledge for Development)

KIBABII UNIVERSITY
(KIBU)

UNIVERSITY 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: 11/11/2020

TIME: 2.00 P.M. – 5.00 P.M.

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTIONS ONE AND ANY OTHER TWO

QUESTION ONE [COMPULSORY]**[30 MARKS]**

- a. Describe any two factors that lead to entrepreneurship development in Kenya. [4 Marks]
- b. Discuss any two qualities that a successful entrepreneur should possess. [4 Marks]
- c. Identify any two challenges facing entrepreneurs in Kenya. [4 Marks]
- d. 'An entrepreneur plays a vital role in economic development' Justify. [4 Marks]
- e. Identify any two common mistakes made in business planning. [2 Marks]
- f. Identify three problems faced by entrepreneurs in starting businesses in Kenya. [6 Marks]
- g. Explain the importance of ethics in business. [2 Marks]
- h. Identify any four skills an entrepreneur should have. [4 Marks]

QUESTION TWO**[20 MARKS]**

- a. Explain the need to study globalization and business. [2 Marks]
- b. Describe any two characteristics of business globalization. [4 Marks]
- c. Discuss any three reasons why businesses make the financial investments and take the high risks involved with global business ventures. [6 Marks]
- d. The four basic management functions are planning, organizing, leading, and controlling. Consider how the GLOBE cultural dimensions could affect these basic management functions. [8 Marks]

QUESTION THREE**[20 MARKS]**

- a. Describe three advantages and two disadvantages of teams in the workplace. [10 Marks]
- b. Differentiate between task forces and cross-functional teams. [2 Marks]
- c. Describe any four characteristics of effective teams. [8 Marks]

QUESTION FOUR**[20 MARKS]**

- a. Describe how Porter's five forces of industry competition affect businesses. [10 Marks]
- b. Explain how digital business is impacting each of the five forces Porter's model. [10 Marks]

QUESTION FIVE**[20 MARKS]**

- a. What is Equity capital? Identify any three sources of equity capital. [4 Marks]
- b. Explain any two benefits of setting up a business as a corporation. [4 Marks]
- c. Technology is moving at a breakneck pace. Information and communication technologies have become a driving force behind the rapid evolution of digital businesses. Discuss any four technology trends that affect business ventures today. [12 Marks]