



*(Knowledge for Development)*

**KIBABII UNIVERSITY**

**UNIVERSITY EXAMINATIONS  
2020/2021 ACADEMIC YEAR**

**YEAR FOUR SEMESTER TWO EXAMINATIONS**

**FOR THE DEGREE OF BACHELOR OF SCIENCE  
COMPUTER SCIENCE**

**COURSE CODE : CSC 421**

**COURSE TITLE : ENTREPRENEURSHIP**

**DATE: 27 /09/2021**

**TIME: 09:00 A.M – 11:00 A.M**

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**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTIONS ONE AND ANY OTHER TWO.**

### QUESTION ONE (COMPULSORY) [30 MARKS]

- a) Describe the Term Entrepreneurship [2 Marks]
- b) Can you think of a product you or someone you know adopted early only to watch it fall into the diffusion chasm between early adopters and early majority adopters? What was that product, and why do you think it failed to make it across that gap? [4 Marks]
- c) One of your classmates would like to open a food delivery service in town. This service would allow people to buy lunch or dinner through an app from a list of restaurants. She's in the early stages of her analysis and she is asking your advice on possible sources of data that she can use. What kind of resources would you direct her to and why? [4 Marks]
- d) Describe the varieties of Innovation [6 Marks]
- e) Answer the following Question on Idea Generation
- I. Identify **THREE** unique business ideas. [3 Marks]
- II. Describe how you go from an "idea" to a "viable" idea [4 Marks]
- III. Describe what is the Push for **THREE** unique business ideas you generate in I above. [3 Marks]
- f) Describe how to Choose Beachhead Segment [4 Marks]

### QUESTION TWO [20 MARKS]

- a) Describe how you can Look at Competitor Through Customers' Eyes [6 Marks]
- b) Describe the cost of Customer acquisition [4 Marks]
- c) Explain the steps in a sales process [4 Marks]
- d) With the aid of a diagram describe The Four Actions Framework [6 Marks]

### QUESTION THREE [20 MARKS]

- a) Describe what you can do for your customer as an entrepreneur [4 Marks]
- b) Describe how you can evaluate your product as an entrepreneur [4 Marks]
- c) As an entrepreneur how do you make your business economically sustainable & attractive. [6 Marks]
- d) Explain how do you make money off your product as an entrepreneur [6 Marks]

## **QUESTION FOUR [20 MARKS]**

a) Study the case study below and answer the Question that Follow:

Founded in 2013 primarily as a coding boot camp, Tech Talent South offers both part-time and full-time courses on topics like Ruby on Rails and Big Data Analytics. Most of the camp's programs are run out of cooperative working spaces and temporary locations throughout the cities it has a presence in. The primary focus of the Atlanta-founded and now North Carolina-based company as branded in the name was on coding in the South, but the company to date has expanded to eleven markets with plans to expand even more. The founder, Betsy Idilbi, jokes that she wouldn't have named the company Tech Talent South if she had known its full potential and growth, including being plugged into the entrepreneurial ecosystem in places such as Columbus, Ohio. The company even has offices in the northeastern city of Hartford, Connecticut.

- i. Could a feasibility analysis have helped Betsy from the start? Explain your answer **[4 Marks]**
- ii. The company has expanded its business to offer corporate trainings at existing companies, rather than teaching classes directly to student enrollees. How would you identify a new potential market for Tech Talent South to enter? **[6 Marks]**
- iii. What could be done with its existing business? **[4 Marks]**
- iv. How would you advise the company on making go-or-no-go decisions for entering new markets? **[6 Marks]**

### QUESTION FIVE [20 MARKS]

- a) Read the following case study and answer the question that follow:

The National Association of Broadcasters launched its PILOT Innovation Challenge in 2016. The challenge is centered around a specific challenge question aimed at helping the association's primary customers, broadcasters. The most recent challenge question was, "What is an unconventional way broadcasters and other local media could serve communities?" The PILOT organizers have contracted you to help them design their next challenge.

- i. Using your knowledge of innovation and customer-centric entrepreneurship processes, what would you advise? **[6 Marks]**
  - ii. How would you go about determining the challenge question? **[4 Marks]**
  - iii. What questions about innovation would you have regarding the Innovation Challenge? **[4 Marks]**
- b) Describe the importance of a financial plan to an entrepreneur **[3 Marks]**
- c) Describe the legal consideration to start a business **[3 Marks]**