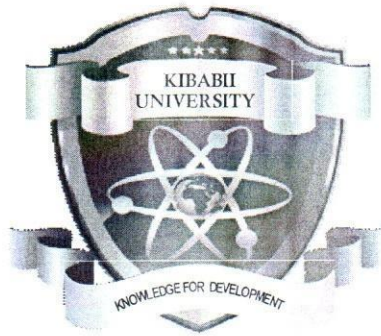


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(Knowledge for Development)

KIBABII UNIVERSITY

**UNIVERSITY EXAMINATIONS
2021 / 2022 ACADEMIC YEAR**

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

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

COURSE CODE : CSC 421

COURSE TITLE : ENTREPRENEURSHIP

DATE: 31 / 08 / 2022

TIME: 9:00 A.M – 11:00 A.M

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTIONS ONE AND ANY OTHER TWO.

QUESTION ONE (COMPULSORY) [30 MARKS]

- a) Explain the importance of being self-reflective and honest before, during, and after starting an entrepreneurial journey. [4 Marks]
- b) Explain how an entrepreneur can Quantify the Value Proposition [4 Marks]
- c) Describe how you can Design a Business Model [4 Marks]
- d) Explain Four reasons why entrepreneurs start a Company [4 Marks]
- e) Describe why it's important calculate the TAM Sizing for 1st Market [4 Marks]
- f) Describe the importance of Feasibility study [4 Marks]
- g) 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? [6 Marks]

QUESTION TWO [20 MARKS]

- a) Jai started a new sustainability-oriented business six years ago, making single-serve coffee pods out of recyclable paper, rather than plastic. The company, Jai's Pod, is now experiencing rapid growth. Jai started the company as an LLC (**limited liability company**) but has been considering making a decision to incorporate. What are some of the advantages of changing to a C corporation? [6 Marks]
- b) How do companies use financial statements in communicating with potential investors? [4 Marks]
- c) Describe the entrepreneurship pyramid. Draw appropriate diagram [4 Marks]
- d) With the aid of a diagram describe The Four Actions Framework [6 Marks]

QUESTION THREE [20 MARKS]

- a) Describe the Singular necessary sufficient condition to start a company [4 Marks]
- b) Describe the role of a team in idea refinement [4 Marks]
- c) Describe the following terms as applied in Entrepreneurship
 - i. Economic entity
 - ii. Fiscal period
 - iii. Stable dollar [6 Marks]
- d) Describe Six components of a financial plan [6 Marks]

QUESTION FOUR [20 MARKS]

- a) Generate **THREE** unique ideas and clearly explain whether the idea is market driven or technology driven. **[6 Marks]**
- b) From the three ideas generated in 4a) above, describe which idea is more viable and justify your answer **[4 Marks]**
- c) Differentiate between the acronyms TAM and SAM **[4 Marks]**
- d) Explain the following Terms
- i. variable costs
 - ii. financial risk
 - iii. joint venture
 - iv. competitive matrix
 - v. projected cash flow
 - vi. team creativity **[6 Marks]**

QUESTION FIVE [20 MARKS]

- a) Describe the following terms:
- i. Situational Analysis
 - ii. Segmenting
 - iii. Tagline
 - iv. Sales strategy **[4 Marks]**
- b) Claire is a young artist who has decided to sell her paintings to make some money while she finishes college. She doesn't know much about promoting her work, especially through online channels. Since you are studying business, she has asked you for your advice on promoting her work to a young professional demographic who would be inspired by her message through the arts. Describe two types of promotional tools she can use to connect with her ultimate customer. **[4 Marks]**
- c) Negative referrals can have a great impact on a company's sales. Remember an instance where you were the source of a bad referral for a product or service, and determine what made the

experience so negative. What would you have done differently as the sales person to prevent that? **[6 Marks]**

d) Discuss how market research can benefit entrepreneurs. **[6 Marks]**