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*(Knowledge for Development)*  
**KIBABII UNIVERSITY**

**UNIVERSITY EXAMINATIONS  
2021 / 2022 ACADEMIC YEAR**

**YEAR FOUR SEMESTER TWO EXAMINATIONS  
FOR THE DEGREE OF BACHELOR OF SCIENCE  
COMPUTER SCIENCE**

**COURSE CODE : CSC 421  
COURSE TITLE : ENTREPRENEURSHIP**

**DATE: 22 / 11 / 2022 TIME: 08:00 A.M – 10:00 A.M**

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**INSTRUCTIONS TO CANDIDATES**

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

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

- a) Describe the how an entrepreneur can Map the Process to Acquire a Paying Customer. [4 Marks]
- b) Explain how an Entrepreneur 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) Analyze the Case study below and answer the Questions that Follow:

In the mid-1990s, at least one newspaper company, the now-defunct Knight-Ridder chain, created the prototype for a tablet newspaper that very much resembles the present-day iPad. A 1994 video titled "The Tablet Newspaper: A Vision for the Future" shows off the design of a futuristic newspaper designed at the Knight Ridder Information Design Lab in Boulder, Colorado. The video went viral in 2011 after it was posted on YouTube and numerous websites and blogs. The person behind the tablet vision, Roger Fidler, had even published an essay describing a tablet future as far back as 1981. The Knight-Ridder lab shared a wall with its neighbor Apple, with executives swapping ideas and visitors. The newspaper company, focused on content creation and not the hardware side, decided to not patent its tablet design and scrapped the project because screens took too much energy, and it was too expensive.

- i. How did the newspaper company in the 1990s fare in terms of management prowess, resource capabilities, financial viability, and market analysis? [6 Marks]
- ii. Do you think the newspaper made a wise decision to abandon the project when it did? Why or why not? [4 Marks]

### QUESTION TWO [20 MARKS]

- a) Describe what an entrepreneur **Must** do to make money off his or her Product [6 Marks]
- b) Explain what should be scaled in a business [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
- d) Describe Six components of a financial plan [6 Marks]

[6 Marks]

[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. Suit
  - ii. Balance
  - iii. Propulsion

[6 Marks]

### QUESTION FIVE [20 MARKS]

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

Smart phones are everywhere today. You probably have one nearby right now. However, access to landline phone service has not been complete for very long, and wireless service is not as widespread as many people might think. The first phone lines (landlines) connected Boston and Somerville, Massachusetts in 1877. The last town in the United States to receive landline service was Mink, Louisiana, a small community 100 miles south of Shreveport, which received landline service in early 2005. Check any major US wireless carrier, and its maps have gaps in service. Building networks of any kind takes planning, money, and time.

- i. What are some similarities between an entrepreneur starting a new business in a new profession in a new market and a telephone service network? **[6 Marks]**
- ii. How are the requirements for a telephone network infrastructure like those for a new entrepreneur? **[4 Marks]**
- iii. What are some estimated costs, not necessarily monetary ones? **[3 Marks]**
- iv. What are some benefits to an entrepreneur who enters a market with established networks? **[4 Marks]**
- v. How do established networks save the entrepreneur valuable money and time? **[3 Marks]**

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