

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF SCIENCE IN INFORMATION SCIENCE**

BSIS 372: INFOPRENEURSHIP

STREAMS: BSIS

TIME: 2 HOURS

DAY/DATE: MONDAY 10/12/2018

2.30 PM – 4.30 PM

INSTRUCTIONS:

- **This examination paper has FIVE (5) questions**
- **Candidates are required to attempt Question 1 and any other Two questions**
- **No reference material of any kind should be carried into the examination room**
- **Do not write on the question paper**
- **Start every question on a fresh page**

1. (a) Analyze the concept of infopreneurship. [10 marks]
- (b) Infopreneurship is one of the easiest web business to start. Examine five steps to internet marketing success. [10 marks]
- (c) Discuss five strategies that entrepreneurs use to succeed in business. [10 marks]
2. (a) Explain five reasons for teaching entrepreneurship in institutions of learning. [10 marks]
- (b) Discuss five concepts that are the basic foundation of entrepreneurship education. [10 marks]
3. (a) Entrepreneurship has been embraced by majority of people in the society. Explain five benefits of learning entrepreneurship by post-secondary and adult students. [10 marks]

- (b) Describe five features that characterize entrepreneurship. [10 marks]
4. (a) Entrepreneurship is a complex phenomenon influenced by the interplay of a wide variety of factors. Discuss five of these factors. [10 marks]
- (b) Types of entrepreneurs depend upon the level of willingness to create innovative ideas. Discuss five types of entrepreneurs. [10 marks]
5. (a) Discuss five functions performed by an entrepreneur. [10 marks]
- (b) Business consultants agree that modern human resource management is guided by several overriding principles. Explain five of these principles. [10 marks]
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