

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**CHUKA AND EMBU CAMPUSES**

**EXAMINATION FOR THE AWARD OF DIPLOMA IN COMPUTER SCIENCE**

**COSC 0273: TECHNO-ENTREPRENEURSHIP AND BUSINESS MANAGEMENT**

**STREAMS: DIP. Y2S1**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 29/03/2021**

**2.30 P.M. – 4.30 P.M.**

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**INSTRUCTIONS:**

- **Question ONE is compulsory and any other TWO.**

**QUESTION ONE**

- (a) Highlight some of the economic contributions by Techno-entrepreneurship towards development of Kenyan Economy. (10 marks)
- (b) Chuka University intends to hold a forum on sensitizing youths on how to protect their innovation from copy cats. Discuss some of the ways of protecting these novel ideas. (10 marks)
- (c) Tech company which deals with software development has been affected by cyclic trends of high and low sales in the last decade. A business specialist advised the company to revise the general operating environment of the enterprise. Applying SWOT analysis recommend the tech company. (10 marks)

**QUESTION TWO**

- (a) People in techno-enterprise represents the single most important resource for the success of these enterprises. Discuss various ways in which you can motivate your employees. (10 marks)
- (b) Identify some of the challenges/constraints which hinder techno-entrepreneurs to become success. (10 marks)

**QUESTION THREE**

- (a) Many of identified Techno-preneurs' characteristics make them unique and distinct from other entrepreneurs. Discuss some of these characteristics. (10 marks)
- (b) Discuss some of the ways by which a Kenyan government may assist techno-preneurs sustain their enterprises. (10 marks)

**QUESTION FOUR**

- (a) Identify and discuss some of the importance of a business plan within techno enterprises. (10 marks)
  - (b) Discuss some of the challenges experienced by techno-preneurs in developing their own technologies. (10 marks)
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