

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

MAIN/EMBU CAMPUS

EXAMINATION FOR THE AWARD OF DIPLOMA IN COMPUTER SCIENCE

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

STREAMS:

TIME: 2 HOURS

DAY/DATE: MONDAY 27/09/2021

8.30 A.M. – 10.30 A.M.

Question one

- a) James intends to start a small business specializing in computer games to cater for the youth; however, a business consultant has advised him to be extra careful before implementing the idea if he expects to succeed in the new venture. Examine the reasons for this caution from the consultant. (10 marks)
- b) People in Techno-Entrepreneurs represents the single most important resource for the success of these enterprises. Discuss various ways in which you can motivate your employees. (10 marks)
- c) Techno-Entrepreneurs should always engage in creative and innovative ways of doing business if they expect to success. Explain some of the keys areas of innovation and creativity. (10 marks)

Question two

- a) Highlight some of the Economic contribution by Techno-entrepreneurship towards development of Kenyan Economy. (10 marks)

- b) Outline the supportive measures that may be used by the government to enhance creativity in techno-enterprise. (10 marks)

Question three

- a) Many of identified Technopreneurs exhibit features and traits which make them unique and distinct from other entrepreneurs. Urge in support of the above statement. (10 marks)
- b) Identify some of the factors to consider as an Techno-entrepreneur before accepting a credit from a financial institution. (10 marks)

Question four

- a) Chuka University intends to hold a training on how caution innovators to protect their innovations from copycats. Explain the content of your talk as a trainer. (10 marks)
 - b) There are numerous challenges involved in developing new technologies in business. Identify and discuss these challenges. (10 marks)
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