

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN COMPUTER SCIENCE

COSC 0273: TECHNO-ENTREPRENEURSHIP AND BUSINESS MANAGEMENT

STREAMS:DIP COMP SCI

TIME: 2 HOURS

DAY/DATE: THURSDAY 08/07/2021

11.30 A.M – 1.30 P.M

INSTRUCTIONS:

Answer question one and any other two questions

QUESTION ONE

- (a) Techno entrepreneurs should always engage in creative and innovative ways of doing business if they expect to succeed. Explain some of the keys areas of innovation and creativity. [10 marks]
- (b) Tech –entrepreneurs should always observe technological trends in their industry if they expect to cope with the competition. Explain why it is important to do so. [10 marks]
- (c) Chuka University intends to hold a forum on sensitizing youths on how to protect their innovation from copy cats. As Techno entrepreneur you have been identified as one of the facilitators. Explain the content of your talk. [10 marks]

QUESTION TWO

- (a) Identify some of deadly mistakes committed by techno- entrepreneurs which leads to failure of their enterprises. [10 marks]
- (b) Many of identified techno-preneurs characteristics make them unique and distinct from other entrepreneurs. Argue in support of the above statement. [10 marks]

QUESTION THREE

(a) People in techno-enterprises 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 and explain the various ways through which government can intervene and assist upcoming techno entrepreneurs to grow and sustain their enterprises.

[10 marks]

QUESTION FOUR

(a) Discuss the reasons as to why tech-entrepreneurs need to develop a business strategic plan in their enterprises.

[10 marks]

(b) Identify the contributions of techno entrepreneurs towards economic development.

[10 marks]
