

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS

BSIS 372: INFOPRENUERSHIP

STREAMS:

TIME: 2 HOURS

DAY/DATE: TUESDAY 30/03/2021

2.30 P.M – 4.30 P.M

INSTRUCTIONS:

This examination paper has five questions

Candidates are required to attempt question one 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

QUESTION ONE

- (a) Analyze the concept of infopreneurship. [10 marks]
- (b) Infopreneurship is one of the easiest web businesses to start. Examine five steps to internet marketing success. [10 marks]
- (c) Discuss five strategies that entrepreneurs use to succeed in business. [10 marks]

QUESTION TWO

- (a) Explain five reasons for teaching entrepreneurship in institutions of learning.

marks]

[10

- (b) Discuss FIVE concepts that are the basic foundation for the importance of entrepreneurship education. [10 marks]

QUESTION THREE

- (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]

QUESTION FOUR

- (a) Entrepreneurship is a complex phenomenon influenced by the interplay of 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]

QUESTION FIVE

- (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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