

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF

BSIS 372: INFOPRENUERSHIP

STREAMS:

TIME: 2 HOURS

DAY/DATE: FRIDAY 06/12/2019

8.30 A.M. – 10.30 A.M.

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 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 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)
2. (a) Explain FIVE reasons for teaching entrepreneurship in institutions of learning. (10 marks)
(b) Discuss FIVE concepts that are basic foundations for the importance 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 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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