

**CHUKA**



**UNIVERSITY**

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**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF**

**COSC 270: TECHNO-ENTREPRENEURSHIP AND BUSINESS MANAGEMENT**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 11/04/2019**

**11.30 AM – 1.30 PM**

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**INSTRUCTIONS:**

**Answer Question One (Compulsory) and any other Two**

**QUESTION ONE**

- (a) James who recently graduated from Chuka University was awarded a cash of ksh 500,000 by the university for enterprise. He is in a dilemma whether to buy shares in Nairobi stock exchange or start a cyber café services. Examine the criteria which James should use to arrive at a viable business opportunity. [10 marks]
- (b) Techno-entrepreneurs should always engage in creative and innovative ways of doing business if they expect to succeed. Explain some of the key areas of innovation and creativity. [5 marks]
- (c) Techno-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]

**QUESTION TWO**

- (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 innovations from copy cats. As Techno-entrepreneur you have been identified as one of the facilitators. Explain the content of your talk. [10 marks]

**QUESTION THREE**

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

**QUESTION FOUR**

- (a) 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]
- (b) 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]

**QUESTION FIVE**

ABC consultant has been contracted by Kenyan government to policy frame work paper on techno-enterprises development. Highlight the areas of concern that the consultant should address in this paper. [20 marks]

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