CHUKA   **UNIVERSITY**

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE IN
BACHELOR OF APPLIED COMPUTER SCIENCE**

ACSC 479: TECHNO-PRENEURSHIP AND CAREER CHOICES

STREAM: ACSC 479   **TIME: 2 HOURS**

DAY/DATE: THURSDAY 9/04/2020   **2.30 P.M -4.30 P.M.**

INSTRUCTIONS:

- **Answer Question ONE and any other Two Questions.**

QUESTION 1: LIBERT LIFE CASE STUDY

In 1991 Trevor watching a television programme about the AIDS epidemic in Africa. It got him thinking about how information about AIDS prevention might be broadcast to people in a Country where there was no electricity and batteries were prohibitively expensive. He quickly came up with a design for a clock work radio. Despite being featured on radio and TV, he could not convince people that it was a commercially viable product. It was only when he teamed up with an entrepreneur, Christopher, and a company called liberty life that the radio was produced and marketed. The entrepreneur was able to exploit the innovation in a way the inventor was not able to do. Production begun in 1994 and over 120,000 units were made and sold every month. Without the entrepreneur, the invention would not have reached the market place.

Required
(a) Define the terms technology, invention, innovation and creativity and show how the terms are applied in the case provided.   [12 Marks]

(b) In reference to the case provided, describe the creativity process as exhibited in the case.
[10 Marks]

(c) Explain why Trevor the inventor of the clock work Radio was not able to exploit the opportunity until he teamed up with Christopher the entrepreneur. [8 Marks]

QUESTION TWO

(a) The entrepreneur and the Manager of business have distinct roles in the business. Distinguish the roles of each and show their importance in the success of a business.
[12 Marks]

(b) Simon and Peter are brothers with different locus of control type of personality. Peter has an internal locus of control while Simon has an external locus of control. In reference to entrepreneurial behaviour, describe the two types of personality who among the two brothers is more likely to succeed as an entrepreneur? Justify your answer.
[8 Marks]

QUESTION THREE

(a) Explain why an entrepreneur would wish to start a new business from scratch as opposed to buying an existing business.   [10 Marks]

(b) Evaluation of a new business opportunity before the start of the business can go along way in helping to minimize the failure. Describe five criteria that can be applied in the evaluation.   [10 Marks]

QUESTION FOUR

(a) Business planning is one of the entrepreneurial development process and can help minimize business failure. Explain the functions of this activity and show how it can reduce failure rate among the business.   [10 Marks]

(b) Modern growth theories suggest that innovation is a crucial determinant of business growth. Discuss how innovation can be applied to grow a business.   [10 Marks]

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