

CHUKA**UNIVERSITY****UNIVERSITY EXAMINATIONS****EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
SCIENCE IN APPLIED COMPUTER SCIENCE****ACSC 479: TECHNO-PRENEURSHIP AND CAREER CHOICES****STREAMS: ACSC Y4S2****TIME: 2 HOURS****DAY/DATE: WEDNESDAY 19/4/2023****11.30 A.M. – 1.30 P.M.****INSTRUCTIONS:**

- **Answer Question One (compulsory) and any other Two Questions**
- **Do not write on the question paper.**

Q1. Maneno, a software engineer working for a major local company believes he has got a business idea for a software product and is contemplating quitting formal employment to start his own new business. However, Maneno wants to be sure that the business idea he has presents a good business opportunity.

Required:

- a) Distinguish between a good business idea and a good business opportunity. (6 marks)
- b) Describe four ways in which new business ideas can be generated. (4 marks)
- c) Discuss four criteria that Maneno can use to evaluate his business opportunity to ensure it represents an attractive business opportunity. (8 marks)
- d) Explain how an entrepreneur would recognize a good opportunity. (6 marks)
- e) Distinguish between Innovation and Technology. (6 marks)

Q2.(a) Creativity and Innovation are the driving force in entrepreneurship. Discuss how innovation can be used to grow a small business. (10 marks)

(b) Business planning is one of the entrepreneurial development activities. Explain the functions and the benefits of this activity. (10 marks)

Q3.(a) The entrepreneur and a manager have critical role in the success of a business.
Discuss the role of each in the success of a business. (10 marks)

(b) Peter would in the next few months be graduating from the University. Discuss possible reasons Peter would choose self-employment and entrepreneurship as opposed to being in formal employment. (10 marks)

Q4.(a) Discuss the Schumpeterian Concept of entrepreneurship. (10 marks)

(b) Explain the importance of technological forecasting in a business. (10 marks)

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