

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

ACSC 479: TECHNO-PRENEURSHIP AND CAREER CHOICES

STREAMS: ACSC 479

TIME: 2 HOURS

DAY/DATE....

INSTRUCTIONS

Answer Question ONE and any other Two Questions

Do not write on the question paper and begin each answer on a fresh page

CASE STUDY TOM'S DILEMMA

Tom, a friend of yours has always had a nagging desire to be his own boss(self-employed) by starting his own business in the computer technology industry. He has a good job with one the major software development companies in Kenya but has several business ideas for new products that he can't get his employer interested in and would wish to start his own business.

However, Tom is not sure whether his business ideas represent a good and viable business opportunity and whether he should quit and start his own company or stick with his employer. Tom is also not sure if he has what it takes to be an entrepreneur because his friend of him informed him that entrepreneurs are born not made.

Required

(a) Opportunity conditions arise from a variety of sources. Discuss various sources of business opportunity and distinguish between business ideas and business opportunity (10 marks)

(b) Should Tom quit employment and start his own company? Justify your answer (4 marks)

© Describe three factors that Tom can use for evaluation of his business ideas to prove that it represents a good business opportunity (6 marks)

(d)What attributes does Tom need to be a successful entrepreneur? (4 marks)

(e) As an entrepreneur clarify to Tom whether entrepreneurs are born or made (6 marks).

Q2. (a) Define Techno-preneurship and small business ownership in fostering economic development in your country (10 marks)

(b) Distinguish between creativity and innovation as explain how techno-preneurs can grow their business using innovation (10 marks)

Q3 (a) Business planning is an important activity in the entrepreneurial development process. S State four components of the business plan and discuss the functions and the benefit of this activity (10 marks)

(b) Business growth may be challenging to the entrepreneur especially when it comes to management, therefore most entrepreneurs seek the services of professionals to assist in managerial functions. Distinguish between the entrepreneur and the person hired to manage the business. (10 marks)

Q4. (a) Describe the characteristics of a creative person and highlight five stages of creativity process in their order (12 marks)

(b) Distinguish between technology and innovation and explain the importance of technological forecasting in a business (8 marks)