



KIBABII UNIVERSITY COLLEGE

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Knowledge for Development

UNIVERSITY REGULAR EXAMINATIONS

1ST YEAR 2ND SEMESTER 2013/2014 ACADEMIC YEAR

(MAIN EXAMINATION)

FOR THE DIPLOMA IN INFORMATION TECHNOLOGY

COURSE CODE: DIT 061

COURSE TITLE: IT ENTREPRENEURSHIP

DATE: 18TH AUGUST, 2014

TIME: 2:00P.M.-4:00P.M.

INSTRUCTIONS

Answer question **ONE (compulsory)** and any other **TWO** questions of your choice

SECTION A

(20 marks)

Small businesses are by definition entrepreneurial ventures because most new ventures start small. They are credited for being the engines of economic growth and development for developing economies given their flexibility, innovativeness, creativity and adaptability to environmental changes.

- a) Describe the distinction between a small business and a medium or large one. (6 marks)
- b) Give reasons as to why any people in Kenya are opting for small business ventures as a source of livelihood/income (9 marks)
- c) Using well stated examples, explain the factors hampering the performance of the small business sector in Kenya today. (10 marks)
- d) What considerations do human resource managers face when planning staffing needs of business organizations? Discuss the four major consideration factors in detail (8 marks)
- e) Many entrepreneurs in developing countries are using new information & communication technologies to assist in running their businesses. Explain some of the mediums/ways that are in use. (7 marks)

SECTION B

Question two

(20 marks)

Write short notes on the following: (use of illustrations where necessary will be an added advantage)

- a) Types of entrepreneurs (6 marks)
- b) Characteristics of entrepreneurs (8 marks)
- c) Working capital cycle (6 marks)

Question three

(20 marks)

Entrepreneurship as a process combines both the behavior and time dimensions

- a) The entrepreneur acts as a trigger head to give spark to economic activities by his entrepreneurial decision. Explain why entrepreneurs are considered to be important input in the economic development of Kenya. (8 marks)
- b) Discuss the economic and non-economic factors that effect the entrepreneurs' growth in Kenya. (12 marks)

Question four

- a) Define the term "management" (3 marks)
- b) With the help of an illustration, identify the various types of managers, classified according to the different levels of the organization. Give one role of each type of manager. (6 marks)

- c) With clearly stated examples, describe any four challenges that marketers face while marketing services and suggest ways to overcome these challenges. (8 marks)
- d) State the reasons as to why record keeping is an essential activity for a business manager. (3marks)