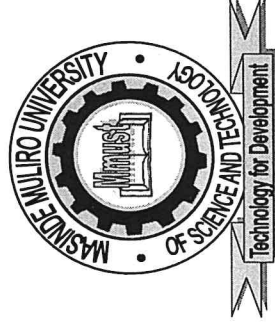


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(University of Choice)

MASINDE MULIRO UNIVERSITY OF

SCIENCE AND TECHNOLOGY

(MMUST)

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

FOR THE DIPLOMA

IN

INFORMATION TECHNOLOGY

COURSE CODE: DIT 061

COURSE TITLE: INFORMATION TECHNOLOGY ENTREPRENEURSHIP

DATE: 20/04/2022

TIME: 8:00 – 10:00

INSTRUCTIONS TO CANDIDATES

Answer Questions ONE and ANY OTHER TWO.

Section (A) is compulsory

Answer TWO questions in section

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 3 Printed Pages. Please Turn Over. ▲

SECTION A: COMPULSORY

24 MARKS

QUESTION ONE (24 MARKS)

- a. Briefly define Information technology entrepreneurship and discuss any **FIVE** characteristics of an Entrepreneur (6 Marks)
- b. Define Franchising and explain **FOUR** advantages and disadvantages of becoming a Franchisee (6 Marks)
- c. According to D.Holt (1992), the creative process comprises of **FIVE** stages. Using his model, describe and illustrate the creative process and explain the Five creative stages exhaustively (6 Marks)
- d. Explain the term Entrepreneurial training? Discuss the various methods of training offered to Entrepreneurs (6 Marks)

QUESTION TWO (18 MARKS)

- a. Creativity and innovation are the cornerstones of entrepreneurship. What is the meaning of the terms creativity and innovation? (6 Marks)
- b. State and explain any **FOUR** types of entrepreneurs (4 Marks)
- c. Differentiate between Entrepreneur and Manager (4 Marks)
- d. Distinguish between an Entrepreneur and Intrapreneurship (4 Marks)

QUESTION THREE (18 MARKS)

- a. Two IT Diploma students in IT Entrepreneurship Class got into an argument after a lecture on the origin of entrepreneurship in individuals. The argument centered on whether entrepreneurs are bon or made. You decide to join them to end the argument. What position will be you take? (6 Marks)
- b. The wish of most Women entrepreneurs is to grow their business. What challenges do Women entrepreneurs face in achieving growth for their business? What advice would you offer to Women entrepreneur to enable them growth their business? (6 Marks)
- c. Highlight ten myths of entrepreneurship and explain the reality of each myth (6 Marks)

QUESTION FOUR (18 MARKS)

Tracy Ann is a struggling cereals seller in Kitale County despite her heavy capital investment in his business. An inquiry in her transaction's reveals that she runs her business without keeping proper records hence the business failure.

- (a) As an ICT expert, can you advice TracyAnn on the importance of having a basic book keeping program for her cereals business (6 Marks)
- (b) Recommend to TracyAnn four requisites of a good system of keeping records that he should factor into his program to help him avoid further losses (6 Marks)
- (c) Define Entrepreneurial motivation. Using the diagram of Abraham Maslow theory of motivation hierarchy of human needs illustrate and discuss the various motivation levels (6 Marks)

QUESTION FIVE (18 MARKS)

- a. Using relevant examples, discuss what entrepreneurship has contributed to solutions to the various social, technological and economic problems facing Kenyans today **(6 Marks)**
- b. Critically examine the contributions of the following scholars in conceptualizing entrepreneurship?
- (i) Joseph Schumpeter (1934)
 - (ii) Peter Drucker (1980)
 - (iii) Abraham Maslow hierarchy of needs
- c. Discuss the future trends of information technology entrepreneurship **(6 Marks)**