



**MASINDE MULIRO UNIVERSITY OF**

**SCIENCE AND TECHNOLOGY  
(MMUST)**

**MAIN CAMPUS**

**UNIVERSITY EXAMINATIONS**

**2020/2021 ACADEMIC YEAR**

**FOURTH YEAR SECOND SEMESTER  
SPECIAL/SUPPLEMENTARY EXAMINATIONS**

**FOR THE DEGREE**

**IN**

**IT/CS/MATHEMATICS**

**COURSE CODE:** BIT 421/BCS 421

**COURSE TITLE:** INFORMATION TECHNOLOGY ENTREPRENEURSHIP

**DATE:** MONDAY 01-08-2022

**TIME:** 8:00A.M-10:00A.M

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**INSTRUCTIONS TO CANDIDATES**

**Question one is Compulsory  
Answer Any Two (3) questions**

**TIME:** 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over.



### QUESTION ONE-COMPULSORY [30 MARKS]

- (a) Define the following terms.
- (i) Entrepreneurship (3 marks)
  - (ii) Business Information Technology (3 marks)
- (c) Briefly explain the application of the following terms in context of a business venture. (8 marks)
- (i) e-Commerce
  - (ii) Internet
  - (iii) Trade Fair
  - (iv) Goodwill
- (b) Name and briefly explain four security implications of a company conducting e-Business, including taking online orders and payments. (12 marks)
- (c) Differentiate between Intranet and Extranet as used to support entrepreneurship. (4 marks)

### QUESTION TWO [20 MARKS]

- (a) There exist a number of *myths* concerning the successful of persons venturing in entrepreneurship and one of them is, “*Entrepreneurs should be young and energetic*”. Briefly discuss the relevance and irrelevance of the myth. (8 marks)
- (b) State the role played by the following entities in business transactions as components of the Internet.
- (i) Server (4 marks)
  - (ii) Website (4 marks)
  - (iii) What does *bankruptcy* mean in business legal terms? (4 marks)

### QUESTION THREE [20 MARKS]

- (a) Briefly explain any four benefits of Information Technology to a Business Enterprise (8 marks)
- (b) Differentiate between the following legally formations of business practices (6 marks)
- (i) Sole proprietorship
  - (ii) Partnership business
- (c) Identify some of the known sources of funding that an entrepreneur can raise required capital for a new business venture. (6 marks)

### QUESTION FOUR [20 MARKS]

- (a) State and briefly explain any three methods to be employed in curbing / reducing risks that may arise during online payment between supplier and customer in a business. (6 marks)
- (b) Briefly explain in which way a business enterprise can be socially responsible towards the following stake-holders.
- (i) Society (3 marks)
  - (ii) Customers (3 marks)
  - (iii) Government (3 marks)
  - (iv) Employees (3 marks)
- (c) Define the term “code of ethics” (2 marks)

**QUESTION FIVE [20 MARKS]**

- (a) State and briefly explain how problems in the following components may affect transactions in a business through *e-Commerce*.
- (i) Trust (4 marks)
  - (ii) Infrastructure (4 marks)
  - (iii) Culture and Government (4 marks)
- (b) Give three reasons why the government encourages entrepreneurial lessons in school? (6 marks)
- a) Define the term “*white-heart-hacker*” as used in the information