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CHUKA



UNIVERSITY

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**UNIVERSITY EXAMINATIONS.**

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

**ACMP 489: TECHNOPRENEURSHIP AND CAREER CHOICES**

**STREAMS: ACMP Y4S2**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 10/04/2019**

**11.30 A.M - 1.30 P.M.**

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**INSTRUCTIONS**

- Answer **Questions ONE and any other TWO Questions**
- Do not write on the question paper

**CASE STUDY**

1. A 30 year old Matata left a secure job earning over Kshs.100,000 a month to start his own Company, a state of the art software solutions, which helps manage an organization's transport system.

The Company uses technology that helps reduce wastage and improve output by tracking the vehicles movement. He started with a start-up capital of Kshs.500,000 and a one part-time employee. With no established loyal client base, lack of sufficient capital and other problems related with most start-ups, Matata faced difficulties in penetrating the market despite the obvious benefits of his new product and almost regretted having left a secure job. However, after two years the company managed to attract several loyal customers and has now attracted several customers with an annual sales turnover of over Kshs.4mand with ten permanent employees.

**Required:**

- (a) Identify the entrepreneurial characteristics of Matata and show how they correspond to those of a successful entrepreneur. [10 Marks]
- (b) Explain how Matata could have identified and evaluated this opportunity. [10 Marks]
- (c) Discuss possible problems that face many start-up like that of Matata and how they can be resolved. [10 Marks]

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2. (a) Explain the term entrepreneur. How different is the person who first starts a new business and a person who is employed in the business as a manager in terms of their roles in the business. [10 Marks]
- (b) Discuss personality and environmental factors likely to influence a person to desire to become an entrepreneur. [10 Marks]
3. (a) Explain the relationship between technology and innovation. How can the two be used to start and grow a business. [10 Marks]
- (b) Business planning is one of the steps on the entrepreneurial development process. What are the functions and benefits of carrying out a business planning before the start of a new enterprise? [10 Marks]
4. (a) Evaluation of a business opportunity can go a long way in helping minimize small-business start-ups. Discuss five factors that can be used in the evaluation criteria. [10 Marks]
- (b) Discuss why an entrepreneur would consider starting a new business from scratch as opposed to buying an existing one. [10 Marks]
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