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**FINAL EXAMINATION  
SEPTEMBER 2018 SEMESTER**

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**SUBJECT CODE** : CEI680  
**SUBJECT NAME** : ICT ENTREPRENEURSHIP  
**LEVEL** : MASTER'S DEGREE  
**TIME / DURATION** : 2.00 PM - 5.00 PM  
(3 HOURS)  
**DATE** : 6 JANUARY 2019

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**INSTRUCTIONS TO CANDIDATES**

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1. Read the instructions given in the question paper CAREFULLY.
2. This question paper is printed on both sides of the paper.
3. This question paper consists of TWO (2) sections, Section A and B.
4. Answer ALL questions in Section A and Section B.
5. Write your answers in the answer booklet provided.
6. Answer all questions in English.

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**THERE ARE THREE (3) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.**

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**SECTION A (Total: 40 marks)****INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****Question 1**

There are three approaches commonly used to identify opportunities and ideas, namely observing trends, solving a problem and finding gaps in the marketplace.

a) For each approach, provide **THREE (3)** examples on how changes in environmental trends provide openings for new business and product opportunities, **TWO (2)** examples on business that are created to solve a problem and **ONE (1)** example on business created to fill a gap in the marketplace.

(6 marks)

b) Discuss the importance of intellectual properties in protecting business ideas.

(4 marks)

**[Total: 10 marks]****Question 2**

a) *“Entrepreneurs are gamblers and are motivated primarily by money”.*

Do you agree with the above statement? Provide your justifications.

(5 marks)

b) With appropriate examples, discuss the impact of entrepreneurial firms on economics and societies.

(5 marks)

**[Total: 10 marks]****Question 3**

Common types of strategies in which a firm will distinguish itself from its competitors are differentiation, low-cost, differentiate-cost and niche. With appropriate examples, explain how a company adopted **low-cost** and **differentiate-cost** strategies for their success.

**[10 marks]**

**Question 4**

Entrepreneurs are people who identify and pursue solutions among problems, possibilities, needs, opportunities and challenges.

a) Provide **THREE (3)** examples of successful entrepreneurs and the enterprises that they created that related to Information Communication Technology (ICT).

(6 marks)

b) Provide **FOUR (4)** important entrepreneurs capabilities.

(4 marks)

**[Total: 10 marks]**

**SECTION B (Total: 60 marks)**

**INSTRUCTION: Answer ALL questions.**

**Please use the answer booklet provided.**

**Question 1**

Nowadays, commercial trade and economic benefit have become the forces that derive global interaction. Technology advances has help in conducting business globally especially for long distance communications and transactions. Even the smallest companies are using their web sites to sell in foreign markets. However, a small company going global exposes itself to certain risks. Therefore it requires planning and to be executed properly.

Based on the above statement,

a) Identify **FIVE (5)** questions an entrepreneur should consider before venturing into the global marketplace.

(5 marks)

b) Provide **FIVE (5)** strategies that small businesses can use if they planned for venturing into the global marketplace.

(5 marks)

c) Describe the barriers that small businesses are facing when trying to conduct business internally and discuss how they can overcome these obstacles.

(10 marks)

**[Total: 20 marks]**

**Question 2**

The six forces model is one of the popular methods for evaluating the competitive forces in an industry. The six forces are firm rivalry, threat of entry by new competitors, threat of substitute products, bargaining power of customers, bargaining power of complementors and bargaining power of suppliers. The six forces model enables an analyst to consider all the issues faced by a new entrant by describing the key industry factors.

Content publishers and content consumer widely used online photo sharing, online video, and twittering to enable them expand in the broader set. Describe the nature of the content industries and analyse their competitive situation using the six forces as stated above.

**[20 marks]**

**Question 3**

Your firm develop and distribute electronic games for mobile devices. These games teach children to read, recognize symbols and perform mathematics. This new venture needs USD500 to launch a nationwide campaign for its products in your country. You are about to draft your business plan that is suitable for the team as well as for the investors and business partners.

Based on the above statement,

- a) Discuss how your business plan could serves as an alignment tool in linking people, resources, opportunity and deals that could benefit all stakeholders.

(12 marks)

- b) Identify information on the competitive landscape and key venture risks that should be included in your business plan.

(8 marks)

**[Total: 20 marks]**

**END OF QUESTION PAPER**