



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2017/2018 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER EXAMINATION**

**SCHOOL OF SCIENCE AND INFORMATION SCIENCES
UNIVERSITY EXAMINATIONS FOR THE DEGREE OF
BACHELOR OF SCIENCE (INFORMATION SCIENCE)**

**COURSE CODE: INS 405
COURSE TITLE: INFOPRENEURSHIP**

DATE :26TH APRIL 2018

TIME: 11:00AM-1:00PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

Q.1. (a) Outline the major components of an information consultant's business strategic plan. (8 marks)

(b) Give reasons why people go into self-employment (8 marks)

(c) State the factors which should be considered when making decisions. (6 marks)

(d) What are the characteristics of successful entrepreneurs? (8 marks)

Q.2. Mary is a Maasai Mara information science graduate in self-employment:

(a) Examine the range of possible information consultancy services available to his clients. (10 marks)

(b) Discuss the marketing strategies that information brokers can employ to promote their products. (10 marks)

Q.3. One of the essential components of an entrepreneurial process is the development of a business plan. Analyze the key elements of a strategic business plan of any information business venture. (20 marks)

Q.4. (a) Discuss the role information entrepreneurship can play to support the realization of Kenya Vision 2030. (10marks)

(b) Highlight four methods used in collecting primary data. (20 marks)

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