



MACHAKOS UNIVERSITY

University Examinations for 2021/2022 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

SECOND YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)

SIT 283: ENTREPRENEUSHIP AND BUSINESS MANAGEMENT

DATE:

TIME:

INSTRUCTIONS

- i. *The paper has five questions*
- ii. *Question 1 is compulsory 30 marks.*
- iii. *Answer any TWO questions each 20 marks*

QUESTION ONE (COMPULSORY) (30 MARKS)

Read the case study below and answer the questions that follow it.

CASE STUDY: STEVE JOBS CREATING LIFESTYLE

Apple Computers has always been underdog in an industry dominated by giants but its founder and Chief Executive Steve Jobs has managed to make what is essentially a rather boring technical product a lifestyle of choice, from teen to technical geeks to business executives.

This has been achieved by not just including leading edge technology in its Macs, PowerBooks and iPods, but by creating desirable products through design, innovative retail strategies and grassroots market appeal. Steve Jobs has been particularly effective in leveraging limited marketing budgets to gain maximum publicity, often through partnerships such as those with Volkswagen and Pepsi.

In 2004, Apple took steps with the introduction of the \$99 iPod shuffle and \$499 Mac Mini to extend its appeal to an audience that has not so far been able to afford its products. Apple's weakness, as with many entrepreneur organizations, is closely linked to the personality of its entrepreneurial CEO. Job is passionate, often not politically correct and has always selected the best team of executives to make the best of Apples ideas.

Required:

- a) In reference to the case study describe FIVE entrepreneurial characteristics that can be associated to Steve Jobs. (10 marks)
- b) Explain how innovation helped Apple computers' performance in the market. (10 marks)
- c) Steve Jobs has contracted you to write a business plan for Apple Computers Company, highlight any FOUR qualities of such a business plan. (4 marks)
- d) Explain THREE reasons that are likely to cause failure in innovations. (6 marks)

QUESTION TWO (20 MARKS)

- a) Analyze FIVE ways of enhancing creativity in an organization. (10 marks)
- b) With reference to new idea generation, development and communication, describe the creative process. (10 marks)

QUESTION THREE (20 MARKS)

- a) Citing FIVE reasons, justify why business enterprise strive to adopt innovations. (10 marks)
- b) Describe FIVE factors that might inhibit the development of an entrepreneurial culture in an organization. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain any FIVE ways in which brainstorming as a method of generating business ideas could be made more effective. (10 marks)
- b) Outline FIVE ways in which an entrepreneur could benefit from a patent. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Discuss FIVE Factors that an entrepreneur should put into consideration before deciding on the form of business ownership. (10 marks)
- b) Explain the contents of an operational plan for a manufacturing entity. (10 marks)