



Strathmore
UNIVERSITY

**SCHOOL OF COMPUTING AND ENGINEERING SCIENCES
BACHELOR OF SCIENCE IN COMPUTING NETWORKS AND SECURITY
END-OF-SEMESTER EXAMINATION
CNS 2207: ENTREPRENEURSHIP SKILLS**

Date: 6th December, 2022

Time: 2 Hours

Instructions

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

QUESTION ONE (30 MARKS)

Chloe feels there is a business opportunity for manufacturing and selling stylish athletic socks in his home area but has focused on exporting the product. She has spent time designing the product and has interviewed a few people in local gyms and athletic stadiums to establish product desirability and demand. Further market research in large and small sporting retail stores has revealed that no other retailer is selling her designs. Based on these findings, she secured a manufacturing licence and has started manufacturing socks targeting active sportspersons. Chloe engaged top talent in her production team.

- a) Discuss the Four Qualities of Entrepreneurship that Chloe requires to succeed in her entrepreneurship journey. **(8 Marks)**
- b) Explain Four benefits of conducting user research before starting manufacturing **(8 Marks)**
- c) Suggest three effective communication channels to reach the target market **(6 Marks)**
- d) Outline indicators of a growing market that Chloe should look for in positioning her growing business. **(4 Marks)**
- e) Explain two challenges Chloe may encounter in manufacturing and selling sports socks **(4 Marks)**

QUESTION TWO

As a class, you interviewed several practising entrepreneurs. Some operate businesses full-time, others as a side business, and some in growth stages.

- a) Discuss motivations behind starting a business (8 Marks)
- b) Explain three rewards and three challenges cited by entrepreneurs during the interview (7 Marks)

QUESTION THREE

- a) Explain why creativity and innovation are essential in the entrepreneurship process (4 Marks)
- b) Brainstorming is a technique used for generating many businesses ideas List five rules applicable in a practical brainstorming session (5 Marks)
- c) Explain three approaches used by entrepreneurs identify business opportunities (6 Marks)

QUESTION FOUR

- a) What is the lean start-up method? (2 Marks)
- b) Illustrate four ways the lean start-up method differs from traditional methods of starting a business (8 Marks)
- c) Outline five main principles for creating lean start-ups. (5 Marks)

QUESTION FIVE

- a) Explain why starting a new firm is essential when its "*window of opportunity*" is open. (5 Marks)
- b) Outline four qualities of a viable business opportunity (4 Marks)
- c) Explain how changes in technology create new business opportunities. (6 Marks)