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**KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR**  
**SECOND YEAR, FIRST SEMESTER EXAMINATION**  
**FOR THE BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY**  
**KIT 2202 – IT AND ENTREPRENEURSHIP**

Date: 11<sup>TH</sup> December 2024  
Time: 2:30PM – 4:30PM

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

1. The entrepreneurial vision is defined by discovery and risk-taking and is an indispensable part of a nation's capacity to succeed in an ever-changing and more competitive global marketplace. Define entrepreneurship and describe its main components. (4 Marks)
2. The best example of entrepreneurship is the starting of a new business venture. The entrepreneurs are often known as a source of new ideas or innovators, and bring new ideas in the market by replacing old with a new invention. Explain the role of risk-taking in entrepreneurship. (4 Marks)
3. In a nutshell, anyone who has the will and determination to start a new company and deals with all the risks that go with it can become an entrepreneur. The most prominent example of entrepreneurship remains the starting of new businesses. Differentiate between a businessman and an entrepreneur. (4 Marks)
4. In economics, entrepreneurship connected with land, labour, natural resources and capital can generate a profit. Describe the four main types of entrepreneurships, giving examples for each. (4 Marks)
5. Innovation is the practical implementation of ideas that result in the introduction of new goods or services or improvement in offering goods or services. ISO TC 279 in the standard ISO 56000:2020 defines innovation as "a new or changed entity, realizing or redistributing value". Discuss the importance of innovation in entrepreneurship. (4 Marks)
6. Not all entrepreneurs are successful; there are definite characteristics that make entrepreneurship successful. Discuss two key characteristics of a successful entrepreneur. (4 Marks)
7. Entrepreneurship is the creation or extraction of economic value in ways that generally entail beyond the minimal amount of risk, and potentially involving values besides simply economic ones. Describe how social entrepreneurship differs from other types of entrepreneurships. (4 Marks)
8. Netflix is a scalable business model because costs don't change as they get more subscribers, allowing them to increase profits without increasing costs to meet market demands. Explain the concept of scalable startup entrepreneurship. (2 Marks)

**QUESTION TWO (20 MARKS)**

- a) "Silicon Valley" has many meanings. It is at once an economic model, a geographic region, a set of industries, and a series of technological and organizational innovations. Describe the Silicon Valley model of venture capitalism, outlining its main components. (8 Marks)
- b) Discuss the major differences between venture capital and private equity. (8 Marks)
- c) Especially in recent U.S. discourse, "Silicon Valley" also stands in for a set of social issues and works as shorthand for a variety of entrepreneurship-related values, both admirable and disreputable. List benefits of entrepreneurship to society. (4 Marks)

### **QUESTION THREE (20 MARKS)**

- a) Over the past few decades, various localities around the world have attempted to copy or emulate aspects of Silicon Valley to foster entrepreneurship and develop their own startup ecosystems. Discuss why those ventures haven't succeeded. (10 Marks)
- b) An attribute is a quality or characteristic given to a person, group, or some other thing. Your best attribute might be your willingness to help others, like when you stopped traffic so the duck family could cross the street. Explain the features / attributes of a successful technopreneur. Provide examples to illustrate your answer. (10 Marks)

### **QUESTION FOUR (20 MARKS)**

- a) A new technology-based venture is described as having a high potential opportunity if it is capable of creating new value for its customers, it has a significant level of technology understanding which is difficult to replicate and can often be protected (patented), it has a significant first mover advantage, it has a level of scalability, it creates a barrier to entry, and it also has a high level of initial risk which can be translated into high levels of return. Analyze how venture capital can support innovation and business growth. (8 Marks)
- b) Furthermore, the sufficient reason for embarking on technological entrepreneurship is borne out of the need to commercialize significant innovations that are expected to guarantee suppliers of materials, long-term stability of firms and increase output. Compare and contrast the roles of an entrepreneur and a manager. (8 Marks)
- c) Although the venture capitalist may receive some return through dividends, their primary return on investment comes from capital gain when they eventually sell their shares in the company, typically three to seven years after the investment. Discuss characteristics of venture capitalism. (4 Marks)

### **QUESTION FIVE (20 MARKS)**

- a) Technological entrepreneurship is described as a technology-intensive opportunity involving a process of problem solving, raising and safeguarding the quality of life, needing technical skills and applications, identifying potential market, improvement in quality of products in order to improve competitiveness of the firm with expectation of saving in process cost. Explain the challenges associated with technological entrepreneurship. (8 Marks)
- b) According to the Australian Invest Council, the investment process begins with the venture capitalist conducting an initial review of the proposal to determine if it fits with the firm's investment criteria. If so, a meeting will be arranged with the entrepreneur/management team to discuss the business plan. Evaluate the impact of venture capital on employment and economic growth. (8 Marks)
- c) Distinguish between angel investors and private equity. (4 Marks)