



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR**

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

**FOURTH YEAR SECOND SEMESTER EXAMINATION
COURSE CODE: INS 405
COURSE TITLE: INFOPRENEURSHIP**

DATE: 16TH APRIL 2019

TIME: 8.30-10.30AM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

- Q.1. (a) Outline Six Factors That Determine Trade Secrecy (6 marks)
- (b) What are the Sources of Business Ideas? (6 marks)
- (c) Give reasons why people go into self-employment (6 marks)
- (d) What are the characteristics of successful infopreneurs (8 marks)
- (e) Why is infopreneurship important? (4 marks)

- Q.2. (a) Highlight areas in which an infopreneur can exercise ethics.
(10 marks)
- (b) Business consultancy falls under three categories, discuss the three categories in relation to infopreneurship. (10 marks)

- Q.3. One of the essential components of an infopreneurial 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 sources of information available in market research.
(10 marks)
- (b) Examine the range of factors to be considered when setting prices.
(10 marks)

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