



# **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: 16<sup>TH</sup> APRIL 2019**

**TIME: 8.30-10.30AM**

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**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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