

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**FOURTH YEAREXAMINATION FOR THE AWARD OF DEGREE  
OF BACHELOR OF APPLIED COMPUTER**

**ACMP 489: TECHNOPRENEURSHIP AND CAREER CHOICES**

**STREAMS: ACMP (Y4S2)**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 11/4/2018**

**11.30 A.M. – 1.30 P.M.**

**INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**

**APPLE COMPUTERS CASE STUDY**

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 life style of choice, for teens to technically geeks to business executives. This has been achieved by not just including leading edge technology in its Macs, PowerBooks and Ipads, but by creating desirable products through design, innovative retail strategies and grassroots market appeal. Steve jobs has been particularly effective in leveraging such as those with Volkswagen and Pepsi.

In 2004, apple took steps with the introduction of the \$99 Ipad shuffle and \$ 499 Mac mini to extend its appeal to an audience that has not so far been able to afford its products. Apples 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:**

- Q1. (a) In reference to the above case and with your knowledge of entrepreneurship, explain how an entrepreneur with limited resources create intangible benefits for customers. [10 marks]

- (b) Define innovation and explain how it has helped Apple computers performance in the market. [10 marks]
- (c) Innovation has often been cited as fuelling growth among many enterprises. Discuss sources of innovative practices and highlight factors hindering innovation among small and medium enterprises. [10 marks]
- Q2. (a) Joshua wants to start a new business after developing a new computer software. He is convinced the product will be a sure hit. However, statistics that indicate that there is a very high rate of failure among many start-ups. Advise Joshua on the factors that he needs to consider in evaluating the product for an attractive opportunity and in order to minimize failure. [12 marks]
- (b) Explain why a person would consider entrepreneurship and self-employment as opposed to salaried employment. [8 marks]
- Q3. (a) Discuss the activities involved in the entrepreneurial development process. [12 marks]
- (b) Peter and James are brothers with two types of personality traits. Peter has an internal locus of control type of personality while James has an external type. Who among the two brothers is likely to be a successful entrepreneur? Justify your answer. [8 marks]
- Q4. (a) Explain the functions and the benefits of a business plan to an entrepreneur intending to start a new business. [8 marks]
- (b) Explain the following terms;
- (i) Social entrepreneur. [2 marks]
  - (ii) Intrapreneur [2 marks]
  - (iii) Technopreneur [2 marks]
- (c) Explain what Joseph Schumpeter meant by describing entrepreneur as a force of creative destruction and the form in which this concept took. [6 marks]
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