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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2020/201 ACADEMIC YEAR ONE**

**SECOND SEMESTER EXAMINATION**

**SCHOOL OF SCHOOL OF PURE AND APPLIED SCIENCES**

**DIPLOMA IN INFORMATION TECHNOLOGY**

**COURSE CODE: DIT 023**

**COURSE TITLE: BUSINESS INFORMATION STRATEGY**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 23/08/2021 TIME: 12.00-2.00 PM**

**INSTRUCTION TO CANDIDATES**

* **The examination has FIVE (5) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other TWO (2) questions from the remaining FOUR (4) questions**
* **Use sketch diagrams to illustrate your answer whenever necessary**
* **Do not carry mobile phones or any other written materials in examination room**
* **Do not write on this paper**

**This paper consists of TWO (2) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

1. Define the following terms
   1. Entrepreneurship
   2. Intraprenuership (4 marks)
2. State and explain the characteristics of a good entrepreneur (10 marks)
3. Discuss the different types of entrepreneurs (16 marks)

**QUESTION TWO**

1. Define the term infroprenuer (2 marks)
2. State and explain the characteristics of an infroprenuer (6 marks)
3. What are the ways in which infroprenuer generate and disseminate information profitably (12 marks)

**QUESTION THREE**

1. Differentiate between
   1. product and service
   2. Seller and middleman
   3. Demand and supply (6 marks)
2. The covid 19 pandemic has affect businesses. Discuss the strategies to apply to keep the business afloat. (14 marks)

**QUESTION FOUR**

1. Define the term strategy (2 marks)
2. Discuss Porters Diamond model (12 marks)
3. What are the factors to consider when selecting a market (6 marks)

**QUESTION FIVE**

1. Define the term innovation (2marks)
2. Expound on the different types of innovation (18 marks)