



GARISSA UNIVERSITY

UNIVERSITY EXAMINATION **2017/2018** ACADEMIC YEAR **TWO**
THIRD SEMESTER EXAMINATION

SCHOOL OF BIOLOGICAL AND PHYSICAL SCIENCE
FOR THE DIPLOMA IN INFORMATION TECHNOLOGY

COURSE CODE: DIT 023

COURSE TITLE: BUSINESS INFORMATION STRATEGIES

EXAMINATION DURATION: 2 HOURS

DATE: 08/08/18

TIME: 2 .00-4.00 PM

INSTRUCTION TO CANDIDATES

- The examination has **SIX (6)** questions
- Question **ONE (1)** is **COMPULSORY**
- Choose any other **THREE (3)** questions from the remaining **FIVE (5)** 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)

- a) Delineate the following terms
 - i. Entrepreneurship
 - ii. Business
 - iii. Marketplace
 - iv. product
 - v. service
- b) State and explain factors to consider when starting a business [9 Marks]
 - i. Define the term business model [1 Mark]
 - ii. Discuss the different business models [16 Marks]

QUESTION TWO

- a) Delimit the term Infopreneurship [1 Mark]
- b) Differentiate between Entrepreneurship and Infopreneurship [4 Marks]
- c) State and explain three characteristics of a good infopreneur [6 Marks]
- d) List the products and services that an infopreneur deals with [4 Marks]

QUESTION THREE

- a) State and describe the components of an information system [12 Marks]
- b) List four types of information systems [4 Marks]

QUESTION FOUR

- a) Define the following terms
 - i. Entrepreneur
 - ii. Intrapreneur
 - iii. Infopreneur (3 marks)
- b) Discuss the various types of entrepreneurs [12 Marks]

QUESTION FIVE

- a) Outline and discuss the types of business innovations [9 Marks]
- b) Outline the factors that would bring about innovation [6 Marks]

QUESTION SIX

- a) State ways in which information resellers get information [4 Marks]
- b) Differentiate between information broker and information consultant [6 Marks]
- c) Outline the advantages of information brokage

