

# **University of Eswatini**

## **Department of Computer Science**

**Examination (Main)**

**2020/2021**

**FIRST SEMESTER**

**Title of Paper: Entrepreneurship and Innovation**

**Course Code: CSC493**

**Time Allowed: Three (3) Hours**

**Instructions: Answer any Four Questions.**

**Question One (25 Marks)**

- a) Explain Entrepreneurship ( 8 Marks)
- b) Describe how a feasibility plan differs from a business plan (10 Marks)
- c) Explain how an entrepreneur could use feasibility plan and business plan differently (7 Marks)

**Question Two (25 Marks)**

“Entrepreneurial Creativity is a Discovery and Exploitation of Business Opportunities”. Discuss

**Question Three (25 Marks)**

a. Explain Business environment (5 marks)

b. P-waters Computers Limited was established in 1990. The company is into rendering IT services with emphasis on software development and deployment, computer networking and Internet services. Discuss how the following business environments will influence the business activities of the company:

- (i) Economic environment (5 Marks)
- (ii) Social environment (5 Marks)
- (iii) Political environment (5 Marks)
- (iv) Technological environment (5 Marks)

**Question Four (25 Marks)**

- a. Define creativity (5 Marks)
- b. Explain the following stages of creative thought:
  - i. Preparation (5 Marks)
  - ii. Incubation (5 Marks)
  - iii. Illumination (5 Marks)
  - iv. Verification (5 Marks)

**Question Five (25 Marks)**

- a. Explain Financial Forecasting (9 Marks)
- b. Explain the following types of Financial Forecasting
  - i. Quantitative Forecasting (8 Marks)
  - ii. Qualitative Forecasting (8 Marks)

**Question Six (25 Marks)**

- a. Discuss the relationship between business model and business strategy (10 Marks)
- b. Discuss the following components of a business proposal:
  - i. Executive summary (3 Marks)
  - ii. Business Description and structure (3 Marks)
  - iii. Market Research and Strategies (3 Marks)
  - iv. Management and Personnel (3 Marks)
  - v. Financial document (3 marks)