

UGANDA MARTYRS UNIVERSITY

FACULTY OF SCIENCE

**SUPPLEMENTARY/SPECIAL EXAMINATION
JULY 2023**

**DEPARTMENT OF COMPUTER SCIENCE & INFORMATION
SYSTEMS**

**FINAL YEAR EXAMINATION FOR BSc. IT, BSC COMPUTER
SCIENCE & DIPLOMA IN COMPUTER SCIENCE &
INFORMATION TECHNOLOGY**

**Entrepreneurship/ Entrepreneurship & innovation
CSC 3203/ DIPS 2102**

DATE: 28TH JULY, 2023

TIME: 12:30 – 3:30 PM

VENUE: NKOZI/MASAKA/LUBAGA

TIME: THREE HOURS

INSTRUCTIONS:

1. Question One is compulsory
 2. Attempt any two questions from section B
 3. Use of practical examples is a must
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PATRICK BITATURE'S RESILIENCE GOT HIM SUCCESS

Born in a moderately well-to-do family, Mr Patrick Bitature is not the ordinary success story.

The businessman was raised in a financial environment that did not beg for worry until the unfortunate death of his father during President Idi Amin's regime. The family was left to pick up the pieces. The sorrow and demise of his father did not drown the young man into depression, but instead pushed him to achieve success. This was in an effort to regain his family's dignity. In a way, restoring his family's name drove him to attain the achievements Mr Bitature has at the moment.

"I was driven largely by dignity at the time. I felt there was a travesty of justice, and I felt I needed to get justice for my family and my father," he says. Mr Patrick Bitature is the chairman of Simba group of companies, chairman of UMEME, and the same position at the Private Sector Foundation of Uganda (PSFU).

Start with the little you have

As businesses in Uganda constantly decry lack of capital and access to credit, Bitature advises entrepreneurs to start with the little they have. Having started out with less than 60 pounds which has now grown to over millions of Uganda shillings, the businessman believes that if one cannot make minimal amounts of money grow, he cannot make large sums grow either. He also believes that credibility is vital for business people as it is based on this that others will lend you money and supply products on credit to facilitate your business. Every business has its peaks and low moments. That is why Bitature advises people not to invest in the material things in life. As he explains, the blow his investment endured in Nigeria over 6 years ago, where he had established a base for three years but lost over \$10m because he left the managers to run the show, he emphasizes that no matter the outcome of a business risk, always get up and move forward.

How he manages multiple businesses

The silver lining to his experience is that he learnt a lot about the market, the mistakes he should not repeat and decided to concentrate in areas he

could easily manage, that is to say East Africa, despite temptations with the opening of new markets in Congo. "I train young people, I believe in humanity. Most people are honest, you trust them, grow them and empower them to work," he says. With schemes to attract and retain employees in the business, Bitature gets weekly and monthly reports concerning his investments in Uganda and Kenya.

He is a family man with three children, a masters' graduate, bachelor's graduate and the youngest. While family is important to the business mogul, he believes if interested in working with him, they have to earn it. Mr. Bitature believes highly in education for he has seen the benefit of it. His eldest is currently his chief of staff, a position he says she earned and was not entitled to as his daughter. "To get on the board, you have to work from the bottom and understand the industry you have chosen to get into. It should not be a privilege," he says.

His wife has a major role in Bitature's life. He feels confident to include his wife in his business. Having attained a degree in economics, she has a finger print in their family estates because she understands the business. She is his mirror for him to bounce off ideas he wishes to pursue in business.

Adapted from Daily Monitor Thursday March 8 2018

Questions about the case study

- a) Using the case study above, discuss the personal entrepreneurial characteristics that have made Patrick Bitature to achieve such great success in his entrepreneurial journey (10 marks)
- b) Using the metaphor of window of opportunity, explain how Bitature opened and closed his window of the opportunity. (10 marks)
- c) Discuss the likely challenges Patrick Bitature is likely to face in his entrepreneurial journey. (08 marks)
- d) What do you think are some of the benefits the community enjoys as a result of this business? (10 marks)
- e) What lessons do you learn from the above case study? (02 marks)

SECTION B

Question Two

The world has greatly changed and this calls for a mindset change for better opportunity exploitation and relevancy in a competitive world.

- a) Examine the various ways contemporary entrepreneurs can sustain creativity (10 marks)
- b) Describe the various innovations that may be adopted to sustain business ventures (15 marks)

Question Three

Technopreneurs enrich other types of entrepreneurs because of their desire to modernize and solve society needs quickly, profitably and efficiently;

- a) Explain the rational of Technology entrepreneurship to Economic Development (15 Marks)
- b) Starting a social enterprise require one to have interest in community development carry out a feasibility study before investing funds in an identified project. As a starting entrepreneur, what components would you analyze when conducting a feasibility study. (10 Marks)

Question four

- a) With reference to retail business of your choice, discuss the key considerations that retailers evaluate before selecting a business location. (10 marks)
- b) Explain the different sections that should be included when writing a business plan. (15 marks)

Question Five

One of the biggest challenges that entrepreneurs face in Uganda is shortage of finances to start and expand their businesses. What are the various sources of finances that an entrepreneur can use to obtain finances for his or her business? (10 marks)

- b) Using valid examples, explain why some entrepreneurs prefer investing in buying an existing business than Franchising or Start-ups. (10 marks)
- c) Give any five sources of business ideas available for an entrepreneur to choose from. (05 marks)

Question six

The Parish Development Model is intended to increase household income, create wealth and employment as the PARISH is envisioned as the epicenter of multi-sectoral community development, planning and accountability.

As a student of entrepreneurship,

- a) Clarify how Micro and Small Business Enterprises and the community is going to benefit from this mega government strategy (10 marks)
- b) Highlight the possible challenges which may affect its intended outcomes (10 marks)
- c) Provide five possible solutions to counteract the above threats from happening (5 marks)

SUCCESS

THE END