



UNIVERSITY OF GHANA

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BA/BSC. COMPUTER SCIENCE/INFORMATION TECHNOLOGY, SECOND SEMESTER

SEMESTER EXAMINATIONS: 2015/2016

**CSIT 308: TURNING IDEAS INTO SUCCESSFUL COMPANIES
(3 CREDITS)**

INSTRUCTION:

ANSWER ONLY FOUR QUESTIONS (ALL QUESTIONS CARRY EQUAL MARKS)

TOTAL MARKS: 100 (25 MARKS FOR EACH QUESTION)

TIME ALLOWED:

TWO AND A HALF (2½) HOURS

QUESTION 1:

- a) What are the advantages to founding a startup as a team rather than as an individual? (4 marks)
- b) Describe FIVE factors to consider when forming a team. (5 marks)
- c) Explain any THREE sources from which basic ideas can emerge for a startup. (6 marks)
- d) Give FOUR reasons why 'market-assessment' is needed for an entrepreneur. (10 marks)

QUESTION 2:

a) With reference to entrepreneurship, explain the term “motivation”. (3 marks)

b) List **FIVE** forms of motivation that can be provided in each of the following phases

of a business:

i) start-up phase

ii) matured phase (10 marks)

a) Discuss TWO advantages and disadvantages each angel investors bring to a startup. (8 marks)

b) Explain why an entrepreneur needs a feasibility plan. (4 marks)

QUESTION 3:

- a) What is a Business Plan? (3 marks)
- b) Explain the compulsory chapters of a Business Plan discussed in class. (12 marks)
- c) Describe the purpose of a financial statement (profit and loss, balance sheet, and cash flow) to a business. (4 marks)
- d) Discuss the **THREE** forms of Exit Strategies that can be applied by an IT business. (6 marks)

QUESTION 4:

- a) What is Initial Public Offering (IPO). Discuss the advantages and disadvantages. (12 marks)
- b) What do you understand by *Strategic Alliance Policy*. Give an example of businesses that have such policies. (5 marks)
- c) Explain why it important to perform a SWOT analysis? (3 marks)
- d) Discuss **TWO** ways in which adopting a software development methodology contributes to the quality of software. (5 marks)

QUESTION 5:

- a) What is the difference between sales and marketing. (2 marks)
- b) What do you understand by the term business opportunities? (3 marks)

- c) What is meant by “Marketing Strategy”. What things are included in the marketing strategy of a company? Discuss. (10 marks)
- d) Discuss **FIVE** factors to consider before venturing into a new opportunities. (10 marks)

QUESTION 6:

- a) What is Pricing? (3 marks)
- b) Define the term “Freemium”. (2 marks)
- c) Describe the **FOUR** kinds of Pricing Strategies mentioned in class. (8 marks)
- d) What is ethics? Describe **THREE** types mentioned in class? (8 marks)
- e) Explain the conditions under which “whistleblowing” might be justified. (4 marks)