



UNIVERSITY OF GHANA

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BSC. INFORMATION TECHNOLOGY, SECOND SEMESTER EXAMINATIONS: 2016/2017

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

TIME ALLOWED:

TWO AND A HALF (2½) HOURS

INSTRUCTION:

Answer Any FOUR (4) Questions. All Questions Carry Equal Marks (25 Marks For Each Question)

Q1

- 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 (5) factors to consider before venturing into new opportunities. [10

marks]

Q2

- a) What is a Business Plan? [3 marks]
- b) Explain the components of a Business Plan discussed in class. [12 marks]
- c) Describe FIVE factors to consider when forming a team. [5 marks]
- d) What is the difference between a tactical plan and a strategic plan? [5 marks]

Q3.

- a) State FOUR advantages to founding a startup as a team rather than as an individual? [8 marks]
- b) Explain any FOUR sources from which basic ideas can emerge for a startup. [7 marks]
- c) Give FOUR reasons why 'market-assessment' is needed for an entrepreneur. [10 marks]

Q4

- 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]

Q5

- 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]