



UNIVERSITY EXAMINATIONS: 2025/2026

**EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN
INFORMATION TECHNOLOGY
DICT0213
ENTREPRENEURSHIP SKILLS
END TERM EXAMINATION**

**DATE: TUESDAY 9TH DECEMBER, 2025 TIME: 8:30AM-10:30AM
DURATION: 2 HOURS**

INSTRUCTIONS: Question One is Compulsory, Choose Three Other Questions

SECTION A (COMPULSORY)

QUESTION ONE (15 Marks) Compulsory

Read the case below and answer the following questions:

MOUS is a business that produces iPhone cases, but the first idea the founders, John, Lucy and James had was a disaster. Their design for an iPhone case with foldable headphones was unnecessary when Apple produced wireless headphones. Many new businesses might have failed, but the founders kept innovating.

The next idea was to create a stylish, protective phone case that was not bulky. After extensive testing, MOUS created its own unique high impact material called AiroShock, something that James said: “our brand can be known for”.

MOUS went the extra mile to prove the durability of their product and became known for its iPhone Day stunts, including throwing new phones on the floor outside Apple Stores. The videos went viral on social media; pre-orders for MOUS’ first products totalled \$2.4m.

Two years after the launch, MOUS sold to 100 countries and had launched a range of magnetic case add-ons, including wallets. MOUS then focused on adding to its accessories range and getting more products into retail stores. Its products are available online but also in high-end retail stores. The founders of MOUS aim to have their products stocked in all Apple Stores.

- Discuss THREE characteristics of MOUS entrepreneurs. (6 marks)**
- Explain how the unique selling point of MOUS could help build its brand. (2 marks)**
- Describe THREE advantages of using social media at MOUS. (3 marks)**
- Explain the importance of MOUS selling through the retail stores in order to increase the sales of its products. (4 marks)**

SECTION B: (ANSWER ANY THREE (3) QUESTIONS IN THIS SECTION)

QUESTION TWO (15 marks)

- a) You have decided that you would like to go into business for yourself. Explain FOUR factors that would motivate you. **(8 marks)**
- b) Christine tries to ensure she employs high quality staff who are motivated. She believes training is important for all of her staff.
 - i. Identify THREE situations when training is needed in a business. **(3 marks)**
 - ii. Explain two benefits to a business of having a motivated workforce. **(4 marks)**

QUESTION THREE (15 marks)

- a) Highlight in each case FOUR innovative ways to help solve problem facing the following MSMEs
 - i. A small bakery struggles with rising flour prices. **(4 marks)**
 - ii. A boda boda group wants to expand but lacks collateral for loans. **(4 marks)**
 - iii. A salon owner has high customer turnover. **(4 marks)**
- b) "An opportunity may be derived from the needs and problems of the society. " Comment. **(2 marks)**

QUESTION FOUR (15 marks)

- a) Discuss why suppliers extend trade credit to small businesses. **(3 marks)**
- b) Explain TWO advantages and TWO disadvantages of using trade credit. **(8 marks)**
- c) Discuss the importance of financial records in a small business. **(4 marks)**

QUESTION FIVE (15 marks)

- a) Mary has developed a games app she thinks could be very successful. She has just left school and wants to start selling the app. Analyse why venture capital may be a better source of finance for Mary than a bank loan. **(6 marks)**
- b) Explain THREE reasons why governments might support business start-ups. **(6 marks)**
- c) Identify THREE advantages to business of using free samples as a method of promotion. **(3 marks)**

QUESTION SIX (15 marks)

Susan is an award-winning business woman and Managing Director of SusanCo Beautycare. In 2023 she won National Young Entrepreneur for Venus Women's Awards. In her role as ambassador, the key piece of advice she offers to young people wishing to set up as entrepreneurs is: "Put together a good business plan which helps you get your ideas out of your head and onto paper in a structured form"

- a) Discuss THREE key components of a business plan to someone wishing to start up a new business. **(6 marks)**
- b) Explain THREE reasons why Susan advises young people wishing to set up as entrepreneurs to 'put together a good business plan'. **(6 marks)**
- c) Highlight THREE ways a business could improve its cash flow. **(3 marks)**