



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2010/2011

INSTITUTIONAL BASED PROGRAMME (AUGUST SESSION)

EXAMINATION FOR THE DEGREE OF MASTER OF LIBRARY AND

INFORMATION SCIENCE

MLIS 514 / MRA 602: ENTREPRENEURSHIP IN LIBRARY AND
INFORMATION SERVICES

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DATE: TUESDAY 28TH DECEMBER 2010 TIME: 2.00 P.M. - 5.00 P.M.

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INSTRUCTIONS

Answer any THREE questions.

1. a) Explain why you would recommend to an information providing firm to write a business plan. (13 marks)
- b) Explain why many small enterprise owners do not write business plans. (10 marks)
2. Using entrepreneurship theories explain the meaning and relationships of the following concepts:-
 - i) Entrepreneur
 - ii) Entrepreneurship
 - iii) Intrapreneurship (23 marks)
3. a) Explain how you can use a feasibility study when developing new products / service in a library. (15 marks)
- b) Explain the benefits of conducting a feasibility study.
4. Discuss any seven sources of business ideas that an information scientist could use when identifying a business opportunity. (23 marks)
5. Evaluate the current procedures that are used to recruit management Staff for Information Centres. (23 marks)