



UNIVERSITY COLLEGE TATI (UC TATI)

FINAL EXAMINATION QUESTION BOOKLET

COURSE CODE : BTE3663
COURSE : TECHNOPRENEURIAL BUSINESS APPLICATION
SEMESTER/SESSION : SEMESTER 1, 2022/2023
DURATION : 3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer ALL questions.
2. All answers should be written in the answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, rise up your hand and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

THIS BOOKLET CONTAINS 3 PRINTED PAGES INCLUDING THE COVER PAGE

QUESTION 1

Demonstrate how technological innovation demands a long-term commitment were created to retaining market leadership through superior capability.

- a) Ford: Improving Production Process (5 marks)
- b) Industrial Merger (5 marks)
- c) Improving Build Quality (JIT and TQM) (5 marks)
- d) Develop New Environmentally Friendly Technology (5 marks)
- e) Fuel-cell Vehicles (5 marks)

QUESTION 2

- a) Display **FIVE (5)** objectives of the business using web marketing to achieve web presence goals. (10 marks)
- b) Display **FIVE (5)** reasons for customer motivation in visiting the intended website (10 marks)
- c) Display **TWO (2)** revenue strategy issues. (5 marks)

QUESTION 3

- a) There are five stages of customer loyalty, which are awareness, exploration, familiarity, commitment and separation. Construct a diagram for Stages of Customer Loyalty. (6 marks)

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- b) Display what is market segmentation, geographic segmentation, and demographic segmentation. (6 marks)

QUESTION 4

- a) Display all the information regarding HTML including:-
- i) HTML Text Fundamentals (2.5 marks)
 - ii) Creating Hyperlinks (1.5 marks)
 - iii) Advanced Text Formatting (3 marks)
 - iv) Document & Website Structure (3 marks)
 - v) Debugging HTML (1.5 marks)
 - vi) Metadata in HTML (2.5 marks)
- b) Display the definition and languages of Server-side Scripting. (6 marks)
- c) Display the definition and languages of Client-side Scripting. (6 marks)

QUESTION 5

- a) Display **FIVE (5)** key differences between Server-side Scripting and Client-side Scripting. (5 marks)
- b) Display **SEVEN (7)** benefits of Content Management System work (7 marks)

-----End of question-----

