



UNIVERSITY COLLEGE TATI (UC TATI)

FINAL EXAMINATION QUESTION BOOKLET

COURSE CODE : BTE3663

COURSE : TECHNOPRENEURIAL BUSINESS APPLICATION

SEMESTER/SESSION : SEMESTER 1, 2023/2024

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, raise 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

Retaining Leadership in the Innovation Stakes case is an example an entrepreneur can create demands (Chaston, 2017). Demonstrate **FIVE (5)** approaches of how technological innovation demands a long-term commitment to retaining market leadership through superior capability. (25 marks)

QUESTION 2

- a) The key to an effective web presence is to make your site truly useful. If you offer take-out, be sure to include your menu, phone number, hours, and delivery radius on your website. Display **FIVE (5)** objectives of the business using web marketing to achieve web presence goals. (10 marks)
- b) Web usability can be defined as the ability of web applications to support web-related tasks with effectiveness, efficiency and satisfaction. Display **FIVE (5)** reasons for customer motivation in visiting the intended website. (10 marks)
- c) A revenue strategy is a plan that focuses on increasing company income by maximizing both short-term and long-term sales potential. By having a dedicated strategy of this kind is critical, as it is near impossible to grow revenue without a documented plan of action. 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)
- b) In marketing on the web, display what is market segmentation, geographic segmentation, and demographic segmentation. (6 marks)

QUESTION 4

The HyperText Markup Language or HTML is the standard markup language for documents designed to be displayed in a web browser. It can be assisted by technologies such as Cascading Style Sheets and scripting languages such as JavaScript.

- a) Display all the information regarding HTML including metadata in HTML, HTML Text Fundamentals, Creating Hyperlinks, Advanced Text Formatting, Document & Website Structure and Debugging HTML. (14 marks)

- b) Display the definition of Server-side Scripting and Client-side Scripting. (12 marks)

QUESTION 5

- a) Display key differences between Server-side Scripting and Client-side Scripting (5 marks)

- b) Content Management System (CMS) is a software application that enables users to create, edit, collaborate on, publish and store digital content. Display **SEVEN (7)** benefits of CMS work. (7 marks)

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

