



KISII UNIVERSITY

UNIVERSITY EXAMINATIONS

SECOND YEAR EXAMINATION FOR THE AWARD OF THE

DIPLOMA IN DIPLOMA IN LIBRARY AND INFORMATION SCIENCE

FIRST SEMESTER, 2023/2024

(AUGUST-DECEMBER, 2023)

DLIS 0222: INFORMATION USERS AND THEIR INFORMATION NEEDS

STREAM: Y2 S2

TIME: 2 HOURS

DAY: TUESDAY, 9.00 -11:00AM

DATE: 30/11/2023

INSTRUCTIONS

- 1. Do not write anything on this question paper.**
- 2. Answer Question ONE [Compulsory] and any other TWO Questions**

QUESTION ONE

- Clearly explain the following terms:
 - Entrepreneurship
 - Information brokering,
 - Information consultancy (6mks)
- Explain different types of information entrepreneurs (8mks)
- State some of the deadly mistake of an entrepreneurship (6mks)
- Differentiate between entrepreneurship and entrepreneurs (10mks)

QUESTION TWO

- What are some of the good characteristics of an entrepreneur? (10mks)
- Explain the importance of policies in information centers (10mks)

QUESTION THREE

- Explain the tasks/ roles of an entrepreneur (10mks)

- b) Explain five challenges which entrepreneurs face in their quest to establish a successful business? (10mks)

QUESTION FOUR

- a) Explain the 5Ds formula for success in entrepreneurship (5mks)
b) Explain o some the roles of entrepreneurship in economic development (15mks)

QUESTION FIVE

- a) Explain any five characteristics of a successful business (10mks)
b) Discuss the criteria an entrepreneur could use to evaluate the “right” business opportunity (10mks)