

NATIONAL UNIVERSITY OF LESOTHO

FACULTY OF HUMANITIES

BLIS 2311 INFORPRENEURSHIP IN LIBRARIANSHIP

JUNE 2023

MARKS: 100

3HOURS

INSTRUCTIONS:

- Question 1 is compulsory.
- Answer any **THREE** questions in Section 2

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SECTION 1

Question 1

a) Inforpreneurs who create new ideas are called?

- i. Innovative
- ii. Imitating
- iii. Fabian
- iv. Drone

b) Value-based pricing takes a..... oriented approach?

- i. Product**
- ii. Company**
- iii. Customer**
- iv. Cost**

c) Which of the following may be considered as a source of innovation?

- i. Existing Markets**
- ii. Deregulation**
- iii. Current Technology**
- iv. Social Stability**

d) Which of the following is not a function of an inforpreneur?

- i. Skills Management**
- ii. Risk taking**
- iii. Conduct Research**

- iv. Make no changes with the product
- e) Personality factor which means convincing customers to use the information Product
- i. Self-confidence
 - ii. Risk taker
 - iii. ProActive
 - iv. Persuasive [25]

SECTION 2

Question 2

Describe in detail the factors that influence information and entrepreneurship. [25]

Question 3

- a) Identify the critical components of an ideal business plan? [15]
- b) Justify in detail the importance of writing a winning business plan? [10]

Question 4

There are various inforpreneural ideas; discuss any five of your choice? [25]

Question 5

Describe in detail five basic skills that an inforpreneur must possess? [25]

Question 6

Name the legal requirements of registering a business in Lesotho? [25]

