



FEDERAL UNIVERSITY OF TECHNOLOGY, MINNA
SCHOOL OF INFORMATION AND COMMUNICATION TECHNOLOGY
DEPARTMENT OF INFORMATION AND MEDIA TECHNOLOGY
FIRST SEMESTER 2017/2018 EXAMINATION

COURSE CODE: IMT 434
COURSE TITLE: NEW MEDIA ENTREPRENEURSHIP
CREDIT UNITS: 2
TIME ALLOWED: 2 HOURS
COURSE LECTURER(S): MISS O. E. GLORIA
NUMBER OF QUESTIONS: 3
NUMBER OF PAGES: 2

INSTRUCTIONS

- Answer all questions
- Do not use red pen
- Please use a clear handwriting
- This exam is closed book, closed notes, closed laptop and closed cell phone
- Please use non-programmable calculators only

1. {a} As a means of sourcing for additional funds for FUT Minna, the Vice Chancellor is set to embark on a business project to support the university financially, And you were specially called upon as student of new media entrepreneurship for consultancy, spell out 6 sources of income for the said project and throw light on it to convince the VC.

 (b) Categorically highlight your counsel to the Vice Chancellor on how to avoid business failure as he sets out to invest in the project.
2. (a) Succinctly outline six barriers to business potential for the university
 (b) Highlight any ten career prospect in new media entrepreneurship that you know
 (c) Pinpoint 8 factors to consider in starting a new media business
3. (a) Provide a word for word definition of new media entrepreneurship as defined by Gloria Omale and briefly expatiate on it, stating why it is both art and science.

 (b) Elucidate on any six factors a potential business man or woman must consider before Venturing into new media entrepreneurship
4. (a) What do you understand by the term business proposal, state three importance of business plan
 (b) Highlight five qualities of a new media entrepreneur
 (c) Pinpoint seven component of a business plan
 (d) Outline seven reasons why an entrepreneur must have a business plan
 (e) State any three rules for writing a business plan