



FEDERAL UNIVERSITY OF TECHNOLOGY, MINNA
SCHOOL OF INFORMATION AND COMMUNICATION TECHNOLOGY
DEPARTMENT OF INFORMATION AND MEDIA TECHNOLOGY

FIRST SEMESTER 2018/2019 SESSION

COURSE CODE:	IMT 434
COURSE TITLE:	NEW MEDIA ENTREPRENEURSHIP
CREDIT UNITS:	2
TIME ALLOWED:	2 HOURS
COURSE LECTURER(S):	PROF. NICK IWOKWAGH
NUMBER OF QUESTIONS:	5
NUMBER OF PAGES:	2

1. This question requires the students to discuss the steps to starting a business. These are:
 - Get the Business Idea
 - Define your Team
 - Determine the Legal Structure of the Business
 - Get a Business Name and Register it
 - Finance your Business
 - Consider the Competition
 - Create a Business Plan
 - (20 Marks)
2. To launch a successful business, Get Off the Ground, and Shape the future of a New Media Enterprise, the following five building blocks must be in place:
 - Business Facts
 - Intellectual Property
 - Values

- Mission Statement
 - Evidence
 - (20 Marks)
3. The three critical aspects to creating a sustainable New Media Business are:
- Customers
 - The Business Process
 - Relationships
 - (20 Marks)
4. To get a business message to customers and to stay in business for the long haul requires the 7 Ps of the marketing Mix:
- Product
 - Place
 - Price
 - Promotion
 - People
 - Process
 - Physical Environment
 - (20 Marks)
5. The following elements are involved in generating and transforming ideas into viable business ideas:
- Fantasy
 - Vision
 - Animation
 - Operation
 - Refresh
 - (20 Marks)