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**FACULTY OF ARTS**

**DEPARTMENT OF INFORMATION STUDIES**

**RE- EXAMINATION – DEC 2021**

**A/1INF312 – INFOPRENEURSHIP AND EXPERIENTIAL LEARNING**

**DURATION: 3 HOURS**

**FULL MARKS: 75**

**Internal Examiner**

Mr. MS. Mthembu

**Internal Moderator**

Prof. DN. Ocholla

**External Moderator**

Mr. SC. Ndwandwe

**INSTRUCTIONS TO CANDIDATES:**

1. This paper consists of **two (2)** pages; make sure that you have them all.
2. Answer any **three (3)** questions. Each question carries **25** marks.
3. Number the questions correctly.
4. Illustrate your answers with relevant examples where applicable.
5. Ensure that you have answered for **75** marks.
6. Use Arial, font size 12, 1.5-line spacing.
7. Once you have completed your exam, save your file as your **surname, initials and student number** then submit on the upload link provided on Moodle.
8. No emailed work will be accepted.

**Question One [25 Marks]**

* 1. Highlight the importance of information value and discuss the determinants for the value of information [25]

**Question Two [25 Marks]**

2.1. Explain at least 5 competencies of infopreneurship. [10]

* 1. Discuss the challenges facing infopreneurs today. [15]

**Question Three [25 Marks]**

3.1. What is market environment? Explain its levels and the factors that affect a firm’s ability to build and maintain successful relationships with customers. [12]

3.2. Highlight any 5 guidelines that are necessary for price decisions in a market environment. [10]

3.3. Which external factors are involved in an analysis of the internal and external marketing environment? [3]

**Question Four [25 Marks]**

4.1. Where can one get values from? [5]

4.2. Discuss 4 categories of intellectual property falling under industrial property. [20]

**Question Five [25 Marks]**

5.1. Van Schaik Bookstore purchased a Samsung tablet for R2075, 00 and sold it for R2500.75.

5.1.1. Find the percentage of mark-up based on cost. [12]

5.2. Mr Mchunu sold a calculator for R80 which is 120% of the cost.

5.2.1. Calculate the cost of the calculator. [8]

5.2.2. Calculate the mark-up. [5]

**Good luck!!!!!!!!!!!**