

BOWEN UNIVERSITY, IWO, OSUN STATE
COLLEGE OF AGRICULTURE, ENGINEERING AND SCIENCE
INDUSTRIAL CHEMISTRY PROGRAMME

2022/2023 B.SC DEGREE SECOND SEMESTER EXAMINATION

Course Code: ICH 294 **Courses Title:** Entrepreneurship in Chemistry **Credit:** 2

Date: 27/06/2023 **Time Allowed:** 2 hours

INSTRUCTIONS

(a) Answer any three questions

(b) Start to answer each question on a new page

QUESTION 1 (25 MARKS)

- a. Briefly explain the following characteristics of an entrepreneur
 - i. Passion for the business 3 marks
 - ii. Discipline 3 marks
 - iii. Self Starter 3 marks
 - iv. Creativity 3 marks
- b. List four benefits of being an entrepreneur 4 marks
- c. Enumerate nine entrepreneurial opportunities for industrial chemists. 9 marks

QUESTION 2 (25 MARKS)

- a. What is marketing? 3 marks
- b. List the two types of marketing and briefly explain them. 7 marks
- c. List five components of a good market segmentation. 5 marks
- d. Explain two of the 4 Ps of the marketing mix. 10 marks

QUESTION 3 (25 MARKS)

- a. Briefly explain intellectual property? **3 marks**
- b. Write short notes on the following intellectual properties:
 - i. Trademark **4 marks**
 - ii. Copyright **4 marks**
 - iii. Patent **4 marks**
- c. If you set up a company to produce paint and some other chemical product, what type of intellectual property will you use to show that the products are made by your company? **2 marks**
- d. What protects the intellectual properties created by inventors? **2 marks**
- e. Choose a named business you intend to do after graduation and state **three each** of the strength and threat in it. **6 marks**

QUESTION 4 (25 MARKS)

- a. Briefly explain a feasibility study. **4 marks**
- b. List the nine components of a business model. **9 marks**
- c. Choose a named business you intend to start after graduation. Assume you prepared a business model for this business. Explain any three of the components of your business model. **12 marks**