

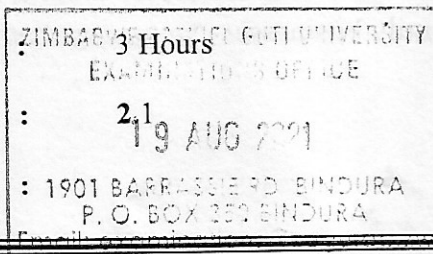
ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

EXAMINATION PAPER

COURSE CODE : CEN 204
COURSE TITLE : Family and Small Business Management
SPECIAL REQUIREMENTS : NONE
DURATION : 3 Hours
LEVEL : 2nd
DATE : 19 AUG 2021



INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer any **FOUR (4)** questions.
3. Begin each question on a new page.
4. The number of marks for each question or part question is shown in brackets []

Question 1

'Small and family business owners/ entrepreneurs are always faced with stress to create, run and manage their businesses or new ventures.' Identify and explain the sources of stress and recommend possible ways of handling such stresses. **(25 marks)**

Question 2

State and explain five (5) marketing strategies that can be used any small business of your choice. **(25 marks)**

Question 3

Looking at the contemporary global issues in our world. Discuss the impacts of the corona Virus on Small/Family business performance. **(25 marks)**

Question 4

Explain any 5 sources of risk that can affect small n family business management and show how best small and family businesses can manage them. **(25 marks)**

Question 5

Critically examine 5 internal environmental factors which affect small businesses in Zimbabwe **(25 marks)**