



**ZIMBABWE EZEKIEL GUTI UNIVERSITY**

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**FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING**

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**DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT**

**EXAMINATION PAPER**

**COURSE CODE** : CEN 201  
**COURSE TITLE** : Entrepreneurship Theory and Practice  
**SPECIAL REQUIREMENTS** : NONE  
**DURATION** : 3 Hours  
**LEVEL** : 2.1  
**DATE** :

**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**

Discuss the impact of PESTLEG in any entrepreneurial organization of your choice.

**(25 marks)**

**Question 2**

State and explain any 4 marketing strategies that can be used by a startup entrepreneur giving practical examples.

**(25 marks)**

**Question 3**

Discuss issues affecting youth and student entrepreneurs in Zimbabwe giving examples.

**(25 marks)**

**Question 4**

Explain in detail the drivers and barriers of entrepreneurship in developing countries, giving practical examples.

**(25 marks)**

**Question 5**

Recommend any five (5) sources for finance to a well-established entrepreneurs in Zimbabwe?

**(25 marks)**