



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

EXAMINATION PAPER

COURSE CODE : CEN224
COURSE TITLE : FAMILY AND SMALL BUSINESS MANAGEMENT
DURATION : 3 Hours
LEVEL : 2.2
DATE : 28 NOV 2022

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer any four 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

- a) Explain the drivers to start small and family businesses giving practical examples
(10 Marks)
- b) Discuss challenges being faced in by start-up business in developing countries.
(15 Marks)

Question 2

Conflict is inevitable in Business management be it small or family businesses. Discuss sources of conflict and how best you can solve them as a small business manager/ owner.
(25 Marks)

Questions 3

Explain different motives to small and family business management
(25 Marks)

Question 4

Discuss any five (5) sources of finance for Small Businesses operating in a business environment like the one in Zimbabwe.
(25 Marks)

Question 5

Do a swot analysis for any small family business you know indicating how this analysis can benefit the success of the business.
(25 Marks)

50/10 AM