



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

COURSE CODE : CEN 224
COURSE TITLE : Family and Small Business Management
SPECIAL REQUIREMENTS : None
DURATION : 3 Hours
LEVEL : 2.1
DATE : 12 OCT 2023

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 ONE

Discuss the causes of SMEs failure in Zimbabwe and suggest possible mitigation strategies.

[25 marks]

QUESTION TWO

Evaluate any 5 marketing strategies that can be adopted by small & family businesses in a competitive environment.

[25 marks]

QUESTION THREE

Analyse the influence of the sociocultural environment on the performance of Small and family business.

[25 marks]

QUESTION FOUR

Critically assess the role of diversification towards gaining a competitive advantage in Small and family business.

[25 marks]

QUESTION FIVE

Using practical examples, Explain the importance of record keeping to startups. [25 marks]

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