



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

COURSE CODE : CPS 415
COURSE TITLE : VENTURE CREATION
SPECIAL REQUIREMENTS : NO SPECIAL REQUIREMENTS
DURATION : 3 Hours
LEVEL : 4.1
EXAM DATE : 09 OCT 2023

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Use of silent, non-programmable calculators is allowed.
3. Answer ALL questions in Section A and choose two questions in Section B and one question in section C
4. Begin each question on a new page in a new section.
5. The number of marks for each question or part question is shown in brackets []

SECTION A: MULTIPLE CHOICE SECTION 60 MARKS (answer all questions in this section) each question is worth 3 marks

1. Someone legally appointed to resolve the financial difficulties of an insolvent firm is called _____.
 - A. an administrator.
 - B. a predator.
 - C. an auditor.
 - D. a turnaround consultant.

2. Goods or services reach the marketplace through _____.
 - A. marketing channels.
 - B. multilevel pyramids.
 - C. monopolies.
 - D. multiplication.

3. To provide financial assistance to entrepreneurs the government has set up a number of _____.
 - A. financial advisors.
 - B. financial intermediaries.
 - C. Industrial estates.
 - D. financial institutions.

4. State Industrial corporations engage in the development of _____.
 - A. industrial estates.
 - B. institutional estates.
 - C. individual investors.
 - D. agricultural entrepreneurs.

5. A commercial banker would prefer a _____ debt-equity ratio over the years as it indicates financial strength of a unit.
 - A. Declining.
 - B. Increasing.
 - C. Stable.
 - D. Fluctuating.

6. _____ can be defined as a specifically evolved work plan to achieve a specific objective within a specific period of time
 - A. Idea generation.
 - B. Opportunity Scanning.
 - C. Project.

D. Strategy.

7. Large investment is made in fixed assets, the project will be termed as _____.

- A. Capital Intensive.
- B. Labour Intensive.
- C. Product Intensive.
- D. Market Intensive.

8. PERT stands for _____.

- A. Programme Evaluation and Research Techniques.
- B. Project Evaluation and Review Techniques.
- C. Programme Evaluation and Review Techniques.
- D. Project Evaluation and Research Techniques.

9. _____ is used to accomplish the project economically in the minimum available time with

limited resources

- A. Project Scheduling.
- B. Network Analysis.
- C. Budget Analysis.
- D. Critical Planning.

10. _____ is a form of financing especially for funding high technology, high risk and perceived high reward projects

- A. Fixed capital.
- B. Current capital.
- C. Seed capital.
- D. Venture capital.

11. In _____, machines and equipment are arranged in the order or sequence in which they are to be used for manufacturing the product

- A. Factory Layout.
- B. Product Layout.
- C. Process Layout.
- D. Combined Layout.

12. The term _____ denotes a bonus or financial aid that is given by a government to an industry to help it compete with other units

- A. Incentive.
- B. Subsidy.

- C. Bounty.
- D. Concession.

13. The granting of cash subsidy on the capital investment is called _____.

- A. Concessional finance.
- B. Quantum of Subsidy.
- C. Interest Subsidy.
- D. Central Investment Subsidy.

14. _____ is primarily concerned with the identification of the project demand potential and the selection of the optimal technology.

- A. Techno-economic analysis.
- B. Feasibility analysis.
- C. Input analysis.
- D. Financial analysis.

15. Decisions taken by an entrepreneur on behalf of his enterprise are known as _____.

- A. Organizational decisions.
- B. Personal decisions.
- C. Routine decisions.
- D. Strategic decisions

16. Decisions which are concerned with policy matters and exercise fundamental influence on the objectives of the organization are called _____.

- A. Organizational decisions.
- B. Personal decisions.
- C. Routine decisions.
- D. Strategic decisions.

17. _____ is the systematic analysis of a project idea for the eventual purpose of arriving at an investment decision.

- A. Project identification.
- B. Project formulation.
- C. Project feasibility.
- D. Project evaluation.

18. The process of preparing an inventory of skills needed for effective implementation of the project is called as _____.

- A. Economic viability.
- B. Financial feasibility.

- C. Technical feasibility.
- D. Managerial competence.

19. _____ implies the availability or otherwise of plant and machinery and technical know how to produce the product.
- A. Economic viability.
 - B. Financial feasibility.
 - C. Technical feasibility.
 - D. Managerial competence

20. Which of the list below does not form Intellectual Property?
- A. Trademarks.
 - B. Patents.
 - C. Tangible assets.
 - D. Copyright.

SECTION B: SHORT ANSWER SECTION 30 MARKS

Write short notes on any **two** of the following: detailing the nature, expected ownership type, capital level and risk-related issues in the companies.

- a) Ethics [15 marks]
- b) Corporate Social Responsibility [15 marks]
- c) Sustainability [15 marks]
- d) Marketing strategies [15 marks]

SECTION C: LONG ANSWER SECTION 10 MARKS (answer **one question here)**

1. When introducing a new product, there must be an analysis of the product adoption/diffusion curve. Explain the four stages involved in the curve. [10 marks]
2. PESTELEG has proved over the years to be an efficient tool in analysing the business environment. Using this model, justify the existence of a technology company and ways-of mitigating areas of weakness. [10 marks]

THE END

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