



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

COURSE CODE : CEN 221
COURSE TITLE : ENTREPRENEURSHIP THEORY AND PRACTICE
SPECIAL REQUIREMENTS : NONE
DURATION : 3 Hours
LEVEL : 2.1
DATE : 13 FEB 2024

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue
2. Use of silent, non-programmable calculators is allowed
3. Answer ANY four questions.
4. Begin each question on a new page.
5. The number of marks for each question or part question is shown in brackets []

QUESTION ONE

Recently within the Zimbabwean economy corporate social responsibility is regarded as a marketing gimmick due to its nature of implementation. In your understanding does corporate social responsibility benefit businesses or society? Discuss. **(25 marks)**

QUESTION TWO

Conduct a SWOT analysis on any organization of your own choice, providing practical examples and solutions to address any problems that may arise. **(25 marks)**

QUESTION THREE

Evaluate 5 reasons why Zimbabwean startups die within the first 5 years of operation. **(25 marks)**

QUESTION FOUR

In order to ensure growth within an ever-changing economy, corporates have been engaging in entrepreneurial initiatives to remain competitive. With this in mind assess factors that motivates organisations to be entrepreneurial. **(25 marks)**

QUESTION FIVE

Highlight various options for entrepreneurs to enter into international business and state the advantages and disadvantages of each option. **(25 marks)**