



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 : 10 APR 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

Identify and explain the external environmental factors that affect business operations and the importance of understanding them. (25 marks)

QUESTION TWO

“Corporate social responsibility is both a blessing and a curse”. Explain how far true this statement is in regards to the influence of corporate social responsibility to societies. (25 marks)

QUESTION THREE

Discuss reasons why most Zimbabwean entrepreneurs might decide not to grow their businesses. (25 marks)

QUESTION FOUR

Evaluate any 5 startup strategies available to entrepreneurs that intent to venture into the Zimbabwean market. (25 marks)

QUESTION FIVE

- a) Identify a major challenge being faced in your community and explain how it is affecting the society. (10 marks)
- b) Develop an innovative solution which can solve the challenge mentioned above. (8 marks)
- c) Explain the benefits that can be derived from the solution identified above. (7 marks)

30/150 PM