



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 : 11 JUN 2024
DATE :

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

Discuss how globalization has affected entrepreneurship activities in Zimbabwe

(25 marks)

QUESTION TWO

If you don't know where you are going any road will lead you there. Comment on this statement giving the importance of planning in any business.

(25 marks)

QUESTION THREE

Conduct a SWOT analysis on the operations of ZEGU giving examples on how the institute can benefit from engaging in cooperate entrepreneurship.

(25 marks)

QUESTION FOUR

Discuss the barriers to effective entrepreneurial activities in Zimbabwe

(25 marks)

QUESTION FIVE

Evaluate the effects brought about by the adoption of internet as an entrepreneur

(25 marks)

3/2 am