



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	:	11 JUN 2024

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 following ways of Intellectual Property Protection of SMEs and Family businesses:

- a) Patent [7 marks]
- b) Copy Right [6 marks]
- c) Trade Secret [6 marks]
- d) Trade Mark [6 marks]

QUESTION TWO

Discuss the contribution of small businesses towards the socio-economic development of Zimbabwe. [25 marks]

QUESTION THREE

Evaluate sources of stress and recommend possible ways of handling such stress in family and small business. [25 marks]

QUESTION FOUR

Explain any 5 strategies a small and family business can adopt to fight competition. [25 marks]

QUESTION FIVE

Critically examine any 5 external environmental factors and their effects to the success of small businesses in Zimbabwe [25 marks]

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