



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 : 30 JUL 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

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

No organisation operates within a vacuum of its own. With this in mind identify and explain any 5 external environmental factors and how they affect organisational performance. **(25 marks)**

QUESTION THREE

Evaluate 5 reasons why Zimbabwean startups die within the first 5 years of operation.

(25 marks)

QUESTION FOUR

Identify any 5 reasons why individuals may decide to venture into entrepreneurship as a career path. **(25 marks)**

QUESTION FIVE

Discuss the strategies entrepreneurs can use to start and enter into business

(25 marks)