



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

MODULE CODE : CEN 221  
MODULE TITLE : Entrepreneurship Theory and Practice  
DURATION : 3 Hours  
LEVEL :  
DATE : 24 SEP 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 [ ]
6. Show all workings, where applicable.

**Question 1:**

Explore any five idea generating techniques that entrepreneurs can use to come up with new products.

**[25 marks]**

**Question 2:**

Planning is said to be one of the most important tools available to entrepreneurs in trying to manage their ventures. Basing on this, discuss the importance of planning to entrepreneurs.

**[25 marks]**

**Question 3:**

Examine the financial options available to Zimbabwean entrepreneurs attempting to raise capital for their new ventures.

**[25 marks]**

**Question 4:**

As an entrepreneur, assess the implications of the internet's widespread use.

**[25 marks]**

**Question 5:**

Identify and explain the various strategies entrepreneurs can use to enter new markets.

**[25 marks]**

7/60AM