



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

MODULE CODE : MBA513
MODULE TITLE : ENTREPRENEURSHIP
DURATION : 3 Hours
LEVEL : 1.1
DATE

10 FEB 2025

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Use of silent, non-programmable calculators is allowed.
3. Answer question number **one (1)** in Section A (Compulsory) and any other **three (3)** questions in Section B.
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.

SECTION A: COMPULSORY

Another Big Innovation from Econet

Econet Wireless Zimbabwe has launched a new innovative, dynamic and cutting edge product that will take communication to another level in Zimbabwe. It has launched WIFI in kombis, this advancement will take the communication and technology to another dimension. The urban public transport will never be the same according to residents and public transport operators. It comes at a time when internet seems to have taken over the livelihood of many people as many live their lives on social media each day.

Internet has taken over the lives of many people, goods are sold online, business deals clinched online, job opportunities availed online, Yes we are in a global village where everything is done using a remote and a smart phone. Econet Wireless Zimbabwe continues to inspire the world and the world continues to look up as they have promised the brighter future. The future of communication in Zimbabwe looks brighter and exciting as many reverting products and promotions continue to pour from the Communication mobile operators.

The healthy competition from the three mobile operators in Zimbabwe continues to give its subscribers wonderful products to enjoy and take their lives to another level. Econet wireless Zimbabwe recently launched WIFI on public transport kombis.

This innovation was launched in Harare Yesterday by Econet wireless Chief operating officer Fayaz King. Speaking at the launch of this innovation at the company's head office in Harare Fayaz King said this development comes at a time when Econet has introduced wifi hotspots zones and after the Data Double up offering.

"I am excited and happy for our customers , most of them use public transport each day to commute from their homes to work now they do not have to wait until they get off the kombis to check their emails , browse and go through their social media accounts" Fayaz said. He went on further to say he was even more excited and delighted about how subscribers of Econet wireless can now use 100% free WiFi data they get for a data bundle purchase on the kombis anytime on the go.

My Bulawayo news took to the streets and social media to engage the Econet subscribers on their views about this innovation.” am very happy as a student i can now surf the internet on my way to school, check my presentations online unlike before i had to go to school and sometimes have difficulties with the slow WiFi at school” expressed Dumisani a student at a local university.

“Econet Wireless continues to bring good things to the public, am happy about this development, even their tariffs are high sometimes i love the speed of the internet connectivity and WiFi in kombis, this is a great thing and technology is taking over if Churches can have WiFi why not Kombis do the same” echoed Ntombi in the streets of Bulawayo.

“To us Kombi operators it is great as well as we need to check newspapers and the latest news while doing our business, it will attract many customers and its really good for our business”

Econet Wireless Zimbabwe continues to top with the number of subscribers and they recently launched another awesome promotion Econet mobile money, Ecocash has been the in thing these days as it is on everyone’s lips is and almost each Zimbabwean is subscribed to it at the moment. Ecocash is helping many people to do transfers and purchase various commodities. The “CHAKA-CHAYA” promotion through which its customers stand to win over 100 000 prizes for using its mobile money transfer ECO CASH.

My Bulawayo (2017)

Required:

- a) With the aid of an illustration define the term opportunity. **[10 marks]**
- b) Discuss any three (3) characteristics of a good opportunity. **[10 marks]**
- c) Identify and explain any three (3) opportunities that Econet sought to exploit through launching the service mentioned in the case study. **[20 marks]**

[TOTAL 40 marks]

SECTION B: ANSWER ANY THREE QUESTIONS FROM THIS SECTION

QUESTION TWO

The character of Zimbabwean entrepreneurship has been shaped by historical antecedents. Discuss. **[20 marks]**

QUESTION THREE

Distinguish between 'Creativity and Innovation.' Discuss any four (4) critical elements that help build innovative organizations. Support your answer with relevant examples. **[20 marks]**

QUESTION FOUR

"Opportunities do not present themselves". Argue. **[20 marks]**

QUESTION FIVE

Individual behaviour, attitude and perception are core in enhancing entrepreneurial creativity and innovation. Argue. **[20 marks]**

END OF EXAMINATION.....