



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

COURSE CODE : DUWC121
COURSE TITLE : Ethics and Entrepreneurship
DURATION : 3 Hours
LEVEL : 1.2
DATE : 27 NOV 2024

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue
2. Answer **ALL** questions in Section A and any **THREE** (3) questions in Section B.
3. The number of marks for each question or part question is shown in brackets []
4. Begin each answer on a new page.
5. **DO NOT OPEN THIS PAPER UNTIL THE INVIGILATOR INSTRUCTS YOU.**

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION ONE

- a. Propose an innovative project or initiative that could be implemented under the Matarendu Model to further enhance community development. [20 marks]
- b. Explain how it would work and its potential benefits. [5 marks]

SECTION B: ANSWER ANY THREE QUESTIONS

QUESTION TWO

- a) Evaluate the impact of ethical decision-making on stakeholder relationships. [15 marks]
- b) How can entrepreneurs ensure they are meeting the needs of all stakeholders? [10 marks]

QUESTION THREE

- a) Analyze the importance of market research in the entrepreneurial process. [15 marks]
- b) Provide examples of how market research can influence business decisions. [10 marks]

QUESTION FOUR

- a) Compare and contrast the Rights-Based Approach and the Justice Approach. [15 marks]
- b) How can these frameworks be applied to address ethical dilemmas in the workplace? [10 marks]

QUESTION FIVE

Evaluate the challenges and opportunities associated with implementing CSR in small and medium-sized enterprises (SMEs). [25 marks]

THE END