



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 : 2 Hours
LEVEL : 1.2
DATE : 09 APR 2025

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue
2. Answer **ALL** questions in Section A and any **TWO** (2) 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. Assess the effectiveness of the Matarenda Model in reducing poverty and unemployment in Zimbabwe. **[20 marks]**
- b. What metrics would you use to measure its success? **[5 marks]**

SECTION B: ANSWER ANY TWO (2) QUESTIONS

QUESTION TWO

- a) Critically assess the use of SWOT analysis in business planning and how can this help in strategic decision-making? **[25 marks]**

QUESTION THREE

- a) Discuss the ethical challenges faced by startups and established businesses. **[10 marks]**
- b) Compare and contrast the different types of business structures (e.g., sole proprietorship, partnership, corporation) and their implications for entrepreneurs. **[15 marks]**

QUESTION FOUR

- a) Compare and contrast deontological ethics and virtue ethics. **[14 marks]**
- b) How do these theories approach moral decision-making differently? **[11 marks]**

THE END

H/OAM